

Visit Grand Junction
Advisory Board of Directors Meeting
March 14, 2023, 3 pm – 5 pm

The meeting was held at the Hotel Maverick, 840 Kennedy Ave., Grand Junction, CO.

Presiding: Kelsey Coleman, Chair

Visit Grand Junction Board Members Present: Paul Petersen, Elizabeth Fortushniak, Pat Nichols-Perrin, Joe Burtard, Tammy Anderson, Mikhail Blosser

Absent: Brenda Greene, Paula Skrzypczak

Grand Junction City Council Member Present:

City of Grand Junction Staff Present: Elizabeth Fogarty, Director; Kim Machado, Administrative Specialist

Guests: Kirk Oldham, Area Wildlife Manager, Colorado Parks and Wildlife

The meeting was called to order at 3:06 p.m. by Board Chair Kelsey Coleman.

Minutes from February 14, 2022, meeting: Pat Nichols-Perrin motioned to approve the minutes as written; Mikhail Blosser seconded. Motion passed.

Visit Grand Junction Updates

Lodging tax collections for the month of January 2023's business were not available to report by the time of this meeting.

Elizabeth Fogarty provided an update on Grand Junction hotel metrics for January 2023. Of the Grand Junction lodging properties that reported their metrics to STR, LLC., occupancy for January 2023 was 44.3%, ADR was \$79.37, and RevPAR was \$35.18.

Other updates include:

- Visit GJ's Snapshot of 2022 Projects, Accomplishments, Partnerships, Data, and Outreach was included in the January 2022 Stakeholder eNewsletter, and a printed version was distributed to the board members. Elizabeth shared a few of the major highlights.
- Community Meetings and Events that Elizabeth attended in January, February, and March month-to-date include the Tourism Industry Association of Colorado (TIAC) annual meeting, where Elizabeth was elected as Chair (2-year term), and the TIAC Legislative Reception, meeting with the Colorado Tourism Office's (CTO) Communications Manager – Programs & Promotions, CTO Marketing Committee, Grand Junction Regional Air Service Alliance board meeting, Governor Polis secondary runway funding announcement and post-event at the Grand Junction Regional Airport, Fire Station 8 dedication, meeting with Downtown Business Improvement District Community Engagement Manager, the Art Center of Western Colorado board meeting, meeting with Charlestowne Management (Hotel Maverick management company), TIAC board meeting, and the CTO board meeting.
- The latest information about ARPA funding and marketing assistance for local tourism businesses was briefly shared. Additional details will be covered at the April 11, 2023, advisory board meeting.

Board Chair, Kelsey Coleman, asked Elizabeth about partnerships that Visit GJ has with the CTO. Elizabeth will share the information during the April 11, 2023, advisory board meeting.

Community Updates and Q&A

Kirk Oldham, Area Wildlife Manager for the Colorado Parks and Wildlife (CPW), provided an update on the latest projects and programs. These include the Future Generations Act program strategies, game and fishing licenses, trail grants, land acquisitions, Cameo Shooting Complex, and wildlife management, including the restoration of wolves into Colorado. Visitation to state parks saw a 35% increase in 2022 compared to 2019. Kirk also shared information on the Colorado Outdoor Partnership, a collaboration of state leaders to ensure private and public lands and waters remain healthy to support diverse wildlife, outdoor and agricultural heritage, stewardship, and economic wellbeing. Support grants are issued through the program to various partnerships throughout the state, one of which was a \$30,000 grant awarded to the Two

Rivers Conservation and Recreation Roundtable, which convenes outdoor recreation and conservation leaders, local governments, and land managers in Mesa, Delta, and Montrose Counties. Visit Grand Junction participates in this partnership.

Elizabeth Fogarty thanked Kirk for the Colorado Parks and Wildlife partnership with Visit Grand Junction and asked what Visit GJ could improve upon or assist the CPW with. She added that Visit GJ continues to spread people out by rotating different trails in marketing content, and also, the web-based app will incentivize people to take trails they are unaware of. Visit GJ also shares messaging with the public to encourage disbursement from more popular areas to lesser-known areas before they become problematic. Kirk thanked Elizabeth and Visit GJ for their participation in the Two Rivers Conservation and Recreation Roundtable partnership and also expressed appreciation for the proactive relationship between the CPW and Visit GJ. Kirk applauded Visit GJ's use of innovative technologies to support land management strategies.

There being no further business, Paul Petersen motioned to adjourn; Joe Burtard seconded. Motion passed.

The meeting adjourned at 5:13 p.m.