

Visit Grand Junction
Advisory Board of Directors Meeting
August 8, 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: Joe Burtard, Paula Skrzypczak, Pat Nichols-Perrin, Tammy Anderson, Brenda Greene, Mikhail Blosser

Absent: Paul Petersen, Elizabeth Fortushniak

Grand Junction City Council Member Present: Mayor Anna Stout

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

Guests: Dustin Anzures, Co-owner of Grand Junction Union Station

The meeting was called to order at 3:00 p.m. by Board Chair Kelsey Coleman.

Minutes from the July 11, 2023, meeting: Brenda Greene motioned to approve the minutes as written; Mikhail Blosser seconded. Motion passed.

Community Updates and Q&A

Dustin Anzures, co-owner of the Grand Junction Union Depot, provided an update on the rehabilitation and historic preservation efforts of the Depot. He explained the funding efforts for the \$3 million project, which includes grants, donations, and community engagement events. A group of citizens have formed a non-profit organization called “Friends of GJ Depot,” with the aim of raising funds and supporting the renovation efforts. A meeting with Amtrak is scheduled to discuss the potential of Amtrak moving its operations to the Depot. Dustin conveyed the broader project goals, which include the development of the property adjacent to the Depot for the possibility of a boutique hotel.

Elizabeth Fogarty thanked Dustin for the update and asked what Visit GJ could assist with. Dustin expressed gratitude for the support from Visit GJ and municipal and community agencies. He stressed his commitment to the project’s success and his motivation to provide historical significance to the community.

Visit Grand Junction Updates

Lodging tax collections for June 2023’s business activity were not available to report by the time of this meeting.

Elizabeth Fogarty provided an update on Grand Junction hotel metrics for June 2023. Of the Grand Junction lodging properties that reported their metrics to STR, LLC., occupancy for June 2023 was 78.3%, ADR was \$129.07, and RevPAR was \$101.11. A comparison of Grand Junction’s June 2023 and year-to-date metrics to Colorado and the U.S. was also shared.

Other updates include:

- Community and Industry Meetings and Events that Elizabeth attended recently include the City Council Strategic Planning Retreat; meeting with the Grand Junction Economic Partnership’s Marketing Director, City Entryway Signage meeting; Grand Junction Resiliency and Sustainability Plan meeting; Destinations International Annual Convention; meeting with Jonathan Purdy, Horizon Drive District Executive Director; and Community Budget Meetings.
- Elizabeth attended the Destinations International Annual Convention on July 17 – 20, 2023. She received exclusive, by invitation only, invitations to two premier small group meetings during the convention. A special dinner discussion hosted by Simpleview and Future Tourism Group will gather thirteen destination innovators from around the world, including Canada, Ireland, and South Korea, along with other U.S. destination organizations, including Visit Grand Junction. The other meeting was an exclusive Think Tank on the “Destination Organization of the Future” hosted by Miles Partnership, which will bring together 15 DMO leaders from around the world. Topics will include issues relating to how destination organizations, their mission, structures, and skills must evolve. Grand Junction was invited to share its innovative strategies, process, and results-orientated approach. Inclusion with these selective small groups speaks to the cutting-edge work the Visit GJ team is engaging in and how Visit GJ continues to be recognized as a leader in the industry.
- Recent media coverage of Grand Junction included The Business Times (“Sunny Forecast: Tourism Director Expects Busy Season”); Men’s Journal (“The Best Under-the-Radar Golf Trips in America to Beat the Crowds”);

a print and online article from the Business Times (“Sunny Forecast: Tourism Director Expects Busy Season”); 5280 Magazine (“7 Western Destinations Where You Can Glamp This Summer” and “Running Wild: Camping with Colorado’s Wild Horses”); The Denver Post (“Colorado’s Best Glamping Sites (Including Family-Friendly Options); and Travel + Leisure (“The Best Places to Visit in Colorado – National Parks, Small Towns, and Hot Springs Included” and “The Best Adventure Experiences in the U.S., From Coast to Coast”).

Mayor Stout shared a City Council update.

Visit GJ Advisory Board Member Paula Skrzypczak is resigning from the board effective August 25, 2023, as she is relocating. Visit GJ staff and the other board members thanked Paula for her time and dedication to the board, and a cake was served after the meeting adjourned.

There being no further business, Pat Nichols-Perrin motioned to adjourn; Brenda Greene seconded. Motion passed.

The meeting adjourned at 5:00 p.m.