

Visit Grand Junction
Advisory Board of Directors Meeting
December 12, 2023, 3 pm – 5 pm

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

Presiding: Brenda Greene, Chair

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

Absent: Kelsey Coleman, Mikhail Blosser

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

The meeting was called to order at 3:00 p.m. by Board Vice Chair Brenda Greene.

Minutes from the November 14, 2023, meeting: Tammy Anderson motioned to approve the minutes as written; Pat Nichols-Perrin seconded. Motion passed.

Election of 2024 Visit Grand Junction Advisory Board Officers

Brenda Greene expressed interest in serving as the Board Chair for 2024. Elizabeth Fortushniak expressed interest in serving as the Vice Chair for 2024. An election by written ballot was held for the board members. No other board member had expressed interest in serving as an officer. By a majority vote, Brenda Greene was elected to serve as Board Chair, and Elizabeth Fortushniak was elected to serve as Vice Chair for 2024.

Visit Grand Junction Updates

Elizabeth Fogarty shared an update on Grand Junction's lodging tax collections and hotel metrics for October 2023's business activity. For October 2023's business, lodging tax collections were 7.2% above October 2022. For October 2023 YTD, lodging tax collections were 11.5% higher compared to October 2022 YTD.

For October 2023's hotel metrics, Grand Junction's occupancy was 72.0%, ADR was \$112.94, and RevPAR was \$81.35. For October 2023, Grand Junction's occupancy was 6.2% higher than Colorado when including ski towns, 2.3% higher than Colorado when excluding ski towns, and 9.4% higher than the U.S. occupancy. For October 2023 YTD, Grand Junction's occupancy was 68.6%, ADR was \$109.97, and RevPAR was \$75.46. For October 2023 YTD, Grand Junction's occupancy was 1.9% higher than Colorado when including ski towns, even with Colorado when excluding ski towns, and 6.4% higher than the U.S. occupancy.

Other updates include:

- Elizabeth thanked the board members who attended the City of Grand Junction's Board and Commission Appreciation Dinner on December 11, 2023.
- Visit Grand Junction's new website, visitgrandjunction.com, launched on December 12, 2023. The website's content supports 18 months of brand development that was based on input from the community. Elizabeth showed various features of the new site, including the new destination brand creative elements.
- Community and Industry Meetings, Conferences, and Events that Elizabeth attended recently include the Destination Blueprint Core Team Meeting; CMU Outdoor Recreation Class guest speaker; Western Colorado Art Center board meeting; pre-meeting with Colorado Tourism Office representatives and the Destination Blueprint Community Stakeholder Workshop; Horizon Drive Business Owners meeting; Grand Circle Association member meeting and presentation for the attendees; tree decorating event with Visitor Center volunteer ambassadors; Colorado Association of Destination Marketing Organizations (CADMO) meeting; Year In Review meeting with city directors, manager and The Daily Sentinel; City Council Meeting 2024 Budget Adoption; Visit GJ new advisory board member orientation; and the Grand Junction Regional Air Service Alliance Meeting.
- The CTO's Destination Blueprint program community visioning and action-planning workshop was held on November 28, 2023, at Two Rivers Winery and Chateau. Representatives from various hospitality businesses (hotels, restaurants, activities, retail), as well as Colorado Mesa University, CMU Tech, Grand Junction Economic Partnership, Grand Junction Chamber of Commerce, and Palisade Chamber of Commerce were in attendance, among others. The

next steps in the program include 100 hours of consultation from the CTO based on input from the workshop and community survey. An action plan will be developed to advance workforce development. Visit Grand Junction will implement the plan and report on results.

- Recent media coverage of Grand Junction included Travel Boulder (“10 Unique Things to Do in Colorado This Summer”); Coronado Magazine (“From Fork to Trail: Grand Junction’s Epicurean Delights and October Exploration Await”); Insider (“Skip These 6 Popular U.S. Travel Destinations and Try their Lesser-Known Neighbors for a Cheaper, Less Stressful Trip”); AARP (“8 Affordable U.S. Destinations for 2023”); The Denver Post (“Will Travel for Turkey: Some Colorado Holiday Brunches (and things to do, too)” and “25 Adventures for Your Winter Bucket List”); Good Housekeeping (Good Housekeeping’s 2024 Family Travel Awards – Breathtaking Western Regions”); National Geographic (The World’s Largest Flattop Mountain is an Adventurer’s Paradise”); Travel + Leisure (“20 Best Snowboarding Resorts in the World, According to Expert Boarders”); Colorado Springs Gazette (“Colorado Town to Love in Winter: Grand Junction”); The Denver Post (“25 Adventures for Your Winter Bucket List”); and New York Post (“Pass on Aspen: A Family Trip to Colorado is Best Spent on the Road”).

Visit GJ staff and the other board members thanked advisory board member Paul Petersen for his service and dedication to the board. Paul has served two terms on the board, with his second term expiring on December 31, 2023. A small reception with cake was enjoyed after the meeting adjourned.

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

The meeting adjourned at 4:51 p.m.