

Visit Grand Junction
Advisory Board of Directors Meeting
February 13, 2024, 3 pm – 5 pm

The meeting was held at the Residence Inn by Marriott, 767 Horizon Drive, Grand Junction, CO

Presiding: Brenda Greene, Chair

Visit Grand Junction Board Members Present: Pat Nichols-Perrin, Joe Burtard, Theresa Horvat, Kelsey Coleman, Tammy Anderson, Manon Derosiers

Absent: Elizabeth Fortushniak, Mikhail Blosser

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

Guests: John Shaver, City of Grand Junction Attorney

The meeting was called to order at 3:03 p.m. by Board Chair Brenda Greene.

Minutes from the January 9, 2024, meeting: Pat Nichols-Perrin motioned to approve the minutes as written; Tammy Anderson seconded. Motion passed.

Visit Grand Junction Director Elizabeth Fogarty welcomed Manon Derosiers as a new member of the Visit Grand Junction Advisory Board of Directors. Manon was appointed by City Council at the January 17, 2024, regular meeting to replace Christina Schultz. Manon's term will end on December 31, 2026.

Visit Grand Junction Updates

Elizabeth shared an update on Grand Junction's lodging tax collections and hotel metrics for December 2023's business activity. For December 2023's business, lodging tax collections were estimated to be 14.7% above December 2022. For 2023, lodging tax collections were estimated to be 11.7% higher compared to 2022's collections.

For December 2023's hotel metrics, Grand Junction's occupancy was 46.1%, ADR was \$84.23, and RevPAR was \$38.85. For December 2023, Grand Junction's occupancy was 7.2% lower than Colorado when including ski towns, 6.3% lower than Colorado when excluding ski towns, and 12.4% lower than the U.S. occupancy. For the year 2023, Grand Junction's occupancy was 65.4%, ADR was \$107.02, and RevPAR was \$69.96. For the year 2023, Grand Junction's occupancy was 1.1% higher than Colorado when including ski towns, 0.8% lower than Colorado when excluding ski towns, and 3.8% higher than the U.S. occupancy.

Other updates include:

- The 2024 Grand Junction Area Chamber of Commerce's annual banquet is Friday, March 1, from 5:30 p.m. to 11:30 p.m., at the Grand Junction Convention Center. Visit Grand Junction will cover the cost for Visit Grand Junction advisory board members who want to attend.
- Think! X Innovations, a division of Destination Think, has chosen Visit Grand Junction, along with eight other destinations, to lead a global destination management collective. They include Banff, Canada; Queenstown, New Zealand; Copenhagen; Tofino, British Columbia; Bend, Oregon; Noosa, Australia; Cariboo Coast, British Columbia; and Mammoth Lakes, California. The purpose is to create accurate measurements and data to support the travel industry worldwide. Destinations were chosen based on their current impact on the industry, ability to refine data accurately, and leaders who use innovative processes that produce consistent results. The nine leaders will focus on addressing regenerative travel, growing tourism responsibly, diversifying economies through the travel industry, and sustainability. Think! X Innovations views Grand Junction's strategies as unique, intending to bring the world's attention to Grand Junction and the inspiring initiatives from the community.
- Visit Grand Junction has partnered with the city Parks & Recreation Department and the Downtown Development Authority to create a wrap for the public restrooms located Downtown at Fifth and Main Streets. Renderings of the wrap were shared.
- Community and Industry Meetings, Conferences, and Events that Elizabeth attended recently include the Destination Think! X Innovations meeting; Western Colorado Art Center Board meeting; City Manager State of the City Presentation; Grand Junction Depot Partnership meeting; Grand Junction Regional Air Service Alliance meeting;

Volunteer Ambassador familiarization tour at Colorado Flight Center Commemorative Air Force, Rocky Mountain Wing Museum, and Pour Fellows; Grand Junction Destination Learning Lab meeting; State of the State with Governor Polis at Riverside Educational Center; and the Breeze Inaugural Flight event at the Grand Junction Regional Airport.

Introduction To and Overview of Advisory Board Service

City Attorney John Shaver presented information outlining the duties and ethical standards expected of members serving on the City of Grand Junction's advisory boards and commissions. He emphasized that the primary role of advisory boards is to develop policy, provide leadership for both the community and the tourism industry, and actively support Visit Grand Junction's mission and strategies. He emphasized that, unlike a supervisory board, advisory board members are not responsible for managing or conducting the organization's business. John also reiterated the importance of loyalty to Visit Grand Junction and its mission among advisory board members, stressing that decisions and actions should always prioritize the organization's best interests. John added that information shared during board meetings should not serve to provide personal gain or self-interest in one's work or personal aspects outside of the volunteer board.

John outlined the protocol for introducing new ideas or initiatives, emphasizing the necessity for members to first share ideas or topics with the advisory board before pursuing them independently. Failure to adhere to this protocol may result in removal from the board. John also provided examples of actual and apparent conflicts of interest and divided loyalty situations, particularly highlighting indirect or direct competition for funding. He underscored the importance of recusal from such conflicts and indicated that failure to do so may necessitate action by the Board.

John also reviewed the Colorado Open Records Act and the Colorado Open Meetings Law, specifying situations in which interactions among board members constitute a "meeting." He cautioned board members to remain vigilant about perceived appearances, particularly regarding electronic communication such as emails and text messages.

Elizabeth thanked John for presenting this important information.

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

The meeting adjourned at 5:01 p.m.