

Visit Grand Junction
Advisory Board of Directors Meeting
August 19, 2024, 1 pm – 3 pm

The meeting was held at Hotel Maverick, 840 Horizon Drive, Grand Junction, CO.

Presiding: Brenda Greene, Chair

Visit Grand Junction Board Members Present: Joe Burtard, Julie Shafer, Theresa Horvat, Elizabeth Fortushniak, Pat Nichols-Perrin, Mikhail Blosser, Tammy Anderson

Absent: Manon Desrosiers

City Council Members Present: Mayor Pro Tem Randall Reitz

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

Guests: Ben Snyder, Executive Director, Grand Junction Sports Commission

The meeting was called to order at 1:01 p.m. by Board Chair Brenda Greene.

Minutes from the July 9, 2024, advisory board meeting: Tammy Anderson motioned to approve the minutes as written; Mikhail Blosser seconded. Motion passed.

Community Updates and Q&A

Ben Snyder, Executive Director of the Grand Junction Sports Commission (GJSC), provided updates on the GJSC's programs and events for 2024. He mentioned challenges in hosting large-scale events, particularly with venue capacity and hotel availability. Future strategies for the GJSC include recruiting national-level and long-term partner events, expanding youth sports beyond the Denver area, offering incentives for events, supporting and developing venues, and enhancing collaboration with local partners.

Elizabeth Fogarty thanked Ben for GJSC's partnership and inquired if Visit Grand Junction can improve upon anything. Ben responded that there was nothing but conveyed his appreciation for Visit GJ's marketing and support in promoting events.

Visit Grand Junction Advisory Board Business

Elizabeth provided an overview of the Visit Grand Junction advisory board seats that are set to expire on December 31, 2024. The seats held by Mikhail Blosser, Elizabeth Fortushniak, Brenda Greene, and Pat Nichols-Perrin are all up for renewal. Each of these advisory board members is currently serving their first term and is eligible to apply for a second term. Volunteer board applications must be submitted to the City Clerk's office by September 30, 2024. The terms of the rest of the advisory board members were also shared.

Visit Grand Junction Updates

Elizabeth shared a voicemail from an out-of-state caller who praised the Official Grand Junction Visitor Guide, calling it the best he had ever seen among many other visitor guides he's viewed. Elizabeth stated she receives phone calls and emails somewhat regularly with this same sentiment. In addition, readers of the guide prefer its ad-free format. She highlighted the staff's diligent efforts in maintaining the guide and ensuring all business information is up to date, both in print and digitally.

The Board postponed the regular Marketing Updates item to discuss an upcoming meeting with the Grand Junction Regional Airport Authority and the Grand Junction Regional Air Service Alliance. The Board discussed that it is essential that Visit GJ continue to promote the destination as a whole and avoid conflicts of interest that would arise if marketing were provided otherwise. The Board unanimously supported Visit GJ continuing its work on behalf of the destination and affirmed that the current strategies are successful, avoid conflicts of interest, and should continue. The Board also discussed writing a formal document, whether in the form of a letter or Board resolution, expressing its support of Visit Grand Junction's destination marketing efforts and how those efforts relate to the City's overall strategy and relationship with the Airport and Air Alliance.

There being no further business, Julie Shafer motioned to adjourn; Theresa Horvat seconded. Motion passed.

The meeting adjourned at 3:02 p.m.