

Visit Grand Junction
Advisory Board of Directors Meeting
September 10, 2024, 3 pm – 5 pm

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

Presiding: Elizabeth Fortushniak, Vice Chair

Visit Grand Junction Board Members Present: Joe Burtard, Julie Shafer, Theresa Horvat, Pat Nichols-Perrin, Tammy Anderson, Manon Desrosiers

Absent: Brenda Greene, Mikhail Blosser

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

The meeting was called to order at 3:02 p.m. by Board Vice Chair Elizabeth Fortushniak.

Minutes from the August 19, 2024, advisory board meeting: Pat Nichols-Perrin motioned to approve the minutes as written; Manon Desrosiers seconded. Motion passed.

Community Updates and Q&A

Due to unforeseen circumstances, Bill Edwards, District Ranger for the U.S. Forest Service – Grand Valley Ranger District, did not attend the meeting to present a community update as noted on the agenda. He will present an update during the December 10, 2024, Visit Grand Junction Advisory Board meeting.

Visit Grand Junction Updates

The Board postponed the regular Marketing Updates item to discuss the October 1, 2024, Visit Grand Junction Advisory Board meeting, with special guests, the Grand Junction Regional Airport Authority and Grand Junction Regional Air Service Alliance Board. The Board reemphasized the importance of Visit Grand Junction promoting the destination as a whole, while avoiding specific discussions about marketing strategies or processes with individual businesses. The discussion stressed that communications with individual businesses, including airlines, lodging, retail, activities, or dining would be perceived as assisting one business over another and must be avoided. Given that Visit Grand Junction is a department of the City, this level of scrutiny is essential to maintain transparency, equity, and fairness.

The Board reaffirmed its unanimous support for Visit Grand Junction's ongoing efforts and reasserted that the organization's current strategies are successful, and should continue as they have been, while avoiding conflict of interest. It was emphasized that since September 2019, Visit Grand Junction has been communicating information through three eNewsletters each month which includes marketing strategies and data for the benefit of all businesses and organizations.

Pursuant to last month's discussion on Board's recommendation to draft a formal letter or resolution, Pat Nichols-Perrin sent Elizabeth a draft Board resolution expressing the Board's 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. The draft was distributed to the Board for further review. Additional edits were suggested, and Pat mentioned that she will incorporate the Board's suggestions and forward the revised draft to Elizabeth.

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

The meeting adjourned at 5:07 p.m.