

Visit Grand Junction  
Advisory Board of Directors Meeting  
February 10, 2026, 3 pm - 5 pm

The meeting was held at Residence Inn, 767 Horizon Drive, Grand Junction, CO.

**Presiding:** Pat Nichols-Perrin, Board Chair

**Visit Grand Junction Advisory Board Members Present:** Julie Shafer, Christina Schultz, Theresa Horvat, Brenda Greene, Manon Desrosiers, Elizabeth Fortushniak, Dora Fang

**Visit Grand Junction Advisory Board Members Absent:** Tevfik Demirciftci

**City Council Members Present:** Mayor Pro Tem Laurel Lutz

**City of Grand Junction Staff Present:** Jeremiah Boies, Interim City Attorney

**Visit Grand Junction Staff Present:** Elizabeth Fogarty, Director; Kim Machado, Administrative Specialist

The meeting was called to order at 3:01 p.m. by Board Chair Pat Nichols-Perrin.

Minutes from the January 13, 2026, advisory board meeting: Manon Desrosiers motioned to approve the minutes as written; Theresa Horvat seconded. Motion passed.

**Ethical Standards for Members of City Boards and Commissions**

Interim City Attorney Jeremiah Boies presented information outlining the duties and ethical standards expected of members serving on the City of Grand Junction's advisory boards and commissions. He explained that the primary role of advisory boards is to develop policy, provide leadership for the community and tourism industry, and support Visit Grand Junction's mission and strategies, noting that advisory board members are not involved with managing the organization's operations.

Jeremiah emphasized the importance of loyalty to Visit Grand Junction and its mission, stating that decisions and actions should prioritize the organization's best interests and that information shared during board meetings should not be used for personal or professional gain outside of board service. Members were also advised that recordings or photographs of meetings should not be taken during board meetings. He also reviewed the Colorado Open Meetings Law and the Colorado Open Records Act, including situations in which interactions among board members may constitute a meeting, and encouraged members to remain mindful of appearances when communicating through email, text message, or social media.

Jeremiah outlined expectations related to conflicts of interest, encouraging members to disclose potential conflicts in advance, notify the Director if recusal is necessary, and ensure the disclosure is reflected in the meeting record. He also provided examples of actual and perceived conflicts of interest and divided-loyalty situations, including instances of direct or indirect competition for funding. He reiterated the importance of recusal in such circumstances and noted that failure to do so may require board action. He also reviewed the protocol for introducing new ideas or initiatives, explaining that members should first present ideas to the advisory board before pursuing them independently.

Elizabeth Fogarty thanked Jeremiah for presenting this important information.

**Visit Grand Junction Updates**

Elizabeth Fogarty shared an update on Grand Junction's lodging tax collections and key hotel performance metrics for December 2025's business activity, including year-to-date.

For December 2025's business, Grand Junction's lodging tax collections were 6.0% above December 2024. December 2025 hotel occupancy was 49.7%, average daily rate (ADR) was \$92.09, and revenue per available room (RevPAR) was \$45.75. Year-to-date lodging tax collections are 0.7% above through December 2025's business compared to the same twelve-month period in 2024. Notable hotel metrics include:

- December 2025's Occupancy of 49.7% was 8.0% above December 2024, and outpaced Colorado (including and excluding ski towns) and the U.S. This is the eighth consecutive month that Grand Junction has paced ahead of Colorado, including and excluding ski resorts, and the U.S.

- December 2025's ADR of \$92.09 was 5.5% above December 2024, and outpaced Colorado (including and excluding ski towns). It was the highest recorded ADR for any month of December in Grand Junction's history.
- December 2025 RevPAR of \$45.75 was 13.9% above December 2024, and outpaced Colorado (including and excluding ski towns), and the U.S. It was the highest recorded RevPAR for any month of December in Grand Junction's history.

Other updates included:

- The City of Grand Junction Boards and Commissions Volunteer Appreciation Banquet will be held on April 27, 2026, at 5:00 p.m. A formal invitation will follow.
- Visit Grand Junction's Snapshot of 2025 Accomplishments, Projects, Partnerships, Data, and Outreach was included in the January 2026 Stakeholder eNewsletter. Fogarty shared a few of the significant highlights and commended staff achievements, dedication, and continued professional development and intellectual curiosity that they demonstrate.
- Fogarty shared that discussions continue with regard to finalizing the Grand Junction Regional Air Service Alliance Tourism Cooperative Marketing Agreement.
- Fogarty provided a reminder regarding the City of Grand Junction's Boards & Commissions board recording processes and shared that conversations are ongoing.
- Recent media coverage of the Grand Junction area was shared including a TV segment from The Weather Channel.

There being no further business, Christina Schultz motioned to adjourn; Manon Desrosiers seconded. Motion passed.

The meeting adjourned at 5:01 p.m.