

GJVCB Board Work Session
Tuesday, September 27, 2016
1:00 – 5:00 PM
Clarion Hotel

Board Members Present: Brad Taylor (Presiding), Don Bramer, Josh Niernberg, Sharon Woelfle, Billie Witham, Susie Kiger, Jamie Lummis, Kevin Reimer, Julie Shafer

VCB Staff Present: Debbie Kovalik, Barbara Bowman, Mistalynn Meyeraan, Kim Machado

Others Present: Darshann Ruckman

RECAP

1. The board reviewed the VCB's 2015 – 2020 Strategic Plan and determined that an increase in lodging tax revenues fits into all strategies outlined in the plan.
2. The board agreed that the lodging tax increase ballot should be limited to the City of Grand Junction and that it should state particular areas that an increase would benefit, such as:
 - Air Service Development
 - Special Event Marketing
 - New market development
3. After much deliberation, the board agreed to an initial lodging tax increase of 3.75%.
4. The board agreed that this ballot initiative should be a petition.
5. Next Steps:
 - Board members will be meeting with assigned stakeholders, community leaders, and lodging properties to discuss the proposed increase
 - VCB staff will develop talking points for board members
 - The board will set up a committee and discuss timeframes and requirements to submit the initiative, campaign costs, including hiring a company to run the campaign
 - Board members will set up a meeting with City Council to discuss the proposed increase