

VISIT GRAND JUNCTION  
BOARD OF DIRECTORS MEETING

March 13, 2018

Hampton Inn  
205 Main St.  
Grand Junction, CO

PRESIDING: Julie Shafer

MEMBERS PRESENT: Brad Taylor, Susie Kiger, Kevin Reimer, Britt Mathwich

MEMBERS ABSENT: Elizabeth Hallgren, Josh Niernberg, Tammy Anderson, Paul Petersen

COUNCIL MEMBERS PRESENT: Phyllis Norris

STAFF PRESENT: Elizabeth Fogarty, Barbara Bowman, Erin Chapman, Mistalynn Meyeraan, Kim Machado

GUESTS: Angela Padalecki – Executive Director, Grand Junction Regional Airport; Ken Mabery – Superintendent, Colorado National Monument

The meeting was called to order at 3:09 pm.

Minutes of the February 13, 2018 meeting: Britt Mathwich motioned to approve the minutes as written; Brad Taylor seconded. Minutes approved.

Introduction of New Grand Junction Regional Airport Executive Director

The new director of the Grand Junction Regional Airport, Angela Padalecki, was introduced to the Board. Angela provided an update on recent improvements at the airport which includes a new roof and HVAC system in the terminal area. Based on a recent leakage study, 43% of residents travel to Denver to fly out because of low airfares, while 3% travel to Salt Lake City to fly out. Less than 1% travel to Montrose. She added that minimum revenue guarantees are a good fit for Grand Junction which will help bridge demand. She will be meeting with all carriers regarding direct flight opportunities out of Grand Junction.

Brad suggested that the Visit Grand Junction (VGJ) board meet with the airport board and air service task force to understand where VGJ's marketing efforts should be directed.

Colorado National Monument Update

Colorado National Monument (CNM) Superintendent Ken Mabery related that the new Bicycle Ambassador Program began last year. The ambassadors have reached out to bicyclists on the CNM with information on making their rides more enjoyable and the response to the program has been positive. Ken also reported that unique visitors on the CNM range up to 480,000 per year with total traffic just under 1 million. Peak visits are in May and in the Fall.

Road construction will continue with the closure of the east hill for 6 weeks. The trailhead at Devil's Kitchen will remain open for hikers. A new visitor orientation film produced by students from Colorado Mesa University will be dedicated and released this summer.

Staff Reports

- Marketing and Public Relations – Mistalynn Meyeraan related information about the first-ever Restaurant Week, scheduled for the week of March 19 through 25. Visit GJ will contribute \$5,000 toward marketing this event which will be through a combination of targeted online and social ads, as well as through our website and targeted Get Smart Content. We will also be pitching journalists.

The 2018 Official Visitor Guide is currently being printed and should be ready for distribution next week. Confirmed leads resulting from past familiarization tours (FAMs) include Outdoor Sports Guide,

Edible Denver, VIE Magazine, Modern Farmer, National Geographic Traveler, Wine Business Monthly and Aspen Magazine – Summer Food & Wine.

Mistalynn announced that she has resigned from Visit Grand Junction to pursue other opportunities. Her last day will be March 16.

- Visitor Services – Mistalynn reported that visits to the Visitor Center were up 35.8% year-to-date. The top 3 visiting states (other than Colorado) are California, Texas and Utah. The top 3 visiting countries are Canada, Australia and Brazil. She also mentioned that she and Katharina Morrison recently conducted a class titled, “How to Be a Tourist in Your Hometown” for the New Dimensions group, which is made up of local retirees.
- Group Sales – Erin Chapman reported that leads were down in February, mainly due to an interface migration of our database software. Barbara Bowman added that staff attended the AAA Vacation Showcase and the Golf Show in Denver. She also explained the activities relating to the upcoming IPW Show in Denver on May 19 – 24.

#### Update on Lodging Tax Discussion

Elizabeth Fogarty recapped the lodging tax discussion from the City Council workshop on March 5. Next steps include working on the resolution language with City staff. Some of the board members provided feedback on the resolution language and Elizabeth mentioned that she will share that with the City Manager.

#### Other Items

- Annual Board Retreat – Agenda items from the last two retreats will be emailed to the board members to review. They were encouraged to provide any items for this year’s retreat agenda to Elizabeth.

There being no further business, Britt Mathwich motioned to adjourn the meeting; Susie Kiger seconded. Motion passed. The meeting adjourned at 5:11 pm.