

VISIT GRAND JUNCTION
BOARD OF DIRECTORS MEETING
May 8, 2018

Lincoln Park Tower Hospitality Suite
Suplizio Field
1315 North Ave.
Grand Junction, CO

Presiding: Julie Shafer, Chair

Board Members Present: Brad Taylor, Kevin Reimer, Britt Mathwich, Paul Peterson and Tammy Anderson

Board Members Absent: Josh Niernberg, Elizabeth Hallgren and Susie Kiger

Council Members Present: Phyllis Norris

Staff Present: Elizabeth Fogarty, Kim Machado

Guests: Jamie Hamilton – JUCO Tournament Chairman

The meeting was called to order at 3:04 p.m.

Minutes of the March 13, 2018 meeting: Kevin Reimer motioned to approve the minutes as written; Paul Petersen seconded. Minutes approved.

JUCO Update

Jamie Hamilton, JUCO Tournament Chairman, provided a brief overview of the 2018 JUCO World Series. Visit Grand Junction's \$10,000 sponsorship assists in paying for the banquet speaker. The keynote speaker for this year's banquet is Master Sgt. Israel Del Toro, a USAF Bronze Star and Purple Heart Recipient who served during Operation Enduring Freedom in Afghanistan. Jamie further relayed stories and examples of how the tournament positively impacts the local community, including the Challenger Baseball program for special needs children.

Jamie thanked the board and staff for their continued support and sponsorship of JUCO.

Future Board Member Prospects

Julie Shafer reminded the board members to visit with prospective board candidates and encourage them to apply for one of the four seats that will be available after 2018. Councilmember Norris added that the board will want to consider what industries would be best represented on the board and make those recommendations to City Council.

The volunteer board applications are available on the City's website and are accepted throughout the year.

Short-term Rental Working Group Update

Elizabeth Fogarty provided an update on the Short-term Rental Working Group's recommended regulatory approach to Short Term Rentals (STR's). The Working Group consists of representatives from hotels (including VGJ board member, Tammy Anderson), bed and breakfast properties, STR owners/managers, real estate, neighborhood associations as well as staff from the City's planning, legal and Visit Grand Junction departments. The Working Group recommends the City focus on three areas of regulation, in order of importance: 1) Renter safety, 2) Revenue collection, and 3) Protection of neighborhoods. There is no plan to limit the number of STR's currently. The Working Group also recommended a mandatory permitting requirement with the purpose of ensuring the regulations are implemented and to ensure the collection of

sales and lodging taxes. Residential and business zoning along with development code revisions will be topics of further discussions.

All STR's who are compliant will be listed on Visit Grand Junction's website. Elizabeth encouraged the board to contact her or Tammy with any questions or suggestions.

Lodging Tax Ballot Language

Julie reviewed the latest ballot language and the board weighed in with their thoughts. The updated language includes that the City may annually budget .75% of the Lodgers Tax increase to the Greater Grand Junction Sports Commission and 1.0% increase to the Grand Junction Regional Air Service Alliance. Councilmember Norris mentioned that the funds resulting from the increase must be used to promote tourism and Grand Junction and she still feels the budgets from the benefitting organizations should be reviewed yearly by elected officials. The Board expressed their approval of the word "may" in the language.

Visit Grand Junction Reorganization

Elizabeth reviewed the reorganization of the Visit Grand Junction department and explained why the changes are necessary. Eight (8) staff positions have been created that will be more aligned with how successful destination marketing organizations are structured. Every position will have an appropriate, industry-related title and description of duties. The positions will be posted externally and internally, and current staff members are encouraged to apply based on their qualifications and what they are most interested in. To eliminate duplication of sales efforts, the decision has been made to discontinue the services of the Front Range Sales contractor effective June 30, 2018.

Elizabeth and Julie held the first of 3 meetings with the visitor center volunteers on May 7 to explain the reorganization. The feedback received was positive and supportive.

Brad Taylor suggested that future board member prospects should be supportive of the reorganization and direction VGJ is heading.

Elizabeth discussed the branding process that will begin in 2018 and will include input from the community. Per Britt Mathwich's request, she will send out an updated organization chart to the board.

Other Business/Comments

- Visit Grand Junction Staff Reports:
Elizabeth proposed to the board that individual reports made by staff members every other month be adjusted to semi-annually. Elizabeth shared that she will provide updates to the board in the meantime. There were no comments and the board agreed to the change.
- Grand Junction Off-Road Volunteer Opportunities:
Kim Machado thanked Brad Taylor and Tammy Anderson for volunteering to assist guests at the mobile visitor center during the Grand Junction Off-Road event on May 19-21. She further related that additional shifts were available if other board members are able to help.

There being no further business, Britt Mathwich motioned to adjourn the meeting; Paul Nelson seconded. Motion passed. The meeting adjourned at 5:00 p.m.