

VISIT GRAND JUNCTION
BOARD OF DIRECTORS MEETING

December 11, 2018

Holiday Inn and Suites – Grand Junction Airport
2751 Crossroads Blvd.
Grand Junction, CO

Presiding: Julie Shafer, Chair

Visit Grand Junction Board Members Present: Brad Taylor, Tammy Anderson, Kevin Reimer, Elizabeth Hallgren, Josh Niernberg, Britt Mathwich, Paul Petersen

Board Members Absent: Susie Kiger

Staff Present: Greg Caton, Elizabeth Fogarty, Kim Machado

Guests: Georgann Jouflas and Caitlyn Love

The meeting was called to order at 3:07 pm.

Minutes from the November 13, 2018 meeting: Britt Mathwich motioned to approve the minutes as written; Paul Petersen seconded. Motion approved.

2018 Governor's Conference on Tourism Attendee Comments

Caitlyn Love (DDA/BID) and Georgann Jouflas (CMU) each gave a summary of their experience and breakout sessions they attended at the 2018 Governor's Conference on Tourism on October 29-31. Caitlyn mentioned she particularly appreciated the information from the session on capitalizing on small budgets and maximizing marketing dollars session and said this would assist them in furthering the promotion of downtown Grand Junction. She plans on attending the 2019 conference.

Georgann thanked VGJ for sponsoring her attendance at the conference and remarked that she is impressed with the recent changes at VGJ. She attended the Google analytics session at the conference and learned how important this skill is in all industries. She plans on sharing the information with her students at CMU.

2019 Requested Budget Update

Elizabeth reported that on December 5, City Council adopted the 2019 requested budget, including the additional revenue to be received from the passing of Referred Measure 2A. She thanked City Manager, Greg Caton, for representing VGJ and answering questions from the public during the budget hearing. Greg added that people seem excited about how the new revenue will be spent. He also gave a high-level overview of the City's 2019 adopted budget.

Visit Grand Junction Reorganization Update

Elizabeth reported that Leslie Dysart has accepted an offer for the Social Media Specialist position and will start on December 17. Kyle Amann has been hired as the Content and Partner Development Coordinator. An update on the remaining positions will be shared at the January board meeting.

2019 Future Board Members Update

Elizabeth shared a draft letter to City Council outlining the recommended skill sets and experience of potential members who would best assist the VGJ Board. After a brief discussion, the board agreed on the content of the letter. It will be signed by the Chair and forwarded to the City Clerk to include with the board applications. Three members of City Council will interview the applicants on December 12.

Expand the Tent Marketing Program

Elizabeth briefly reviewed the current parameters of the Expand the Tent Marketing Program as well as some of the challenges that have recently come to light. For example, lodging properties outside of the city limits must participate in the program by paying a fee to receive VGJ's marketing services, but the area's wineries do not. Also, a restaurant in Palisade would like to participate in the program, but that is not currently possible with the Expand the Tent program. Expand the Tent is now taking on a new meaning, and with the data-driven marketing initiatives and technology platforms VGJ is implementing, an opportunity exists to level the playing field and create additional value for area businesses.

Elizabeth stressed that it will take time to have conversations with stakeholders valley-wide to determine what the new program parameters and fees should be. She shared that the discussion, for now, is only centered on whether or not the program should have equal opportunity for all businesses and a fair cost structure with none being free. Several members commented and most agreed that every business should have the opportunity to invest in VGJ's services and be fair across the board. More discussion on this topic will take place at future board meetings.

Other Business

- Election of Officers for 2019 – Julie Shafer mentioned that she is term-limited as Chair of the Board and asked the members for any interest as Chair or Vice-Chair for 2019. Britt Mathwich and Josh Niernberg expressed interest in serving as Chair. Paul Petersen expressed interest in serving as Vice-Chair. An election by ballot was held. By a majority of the vote, Britt Mathwich was elected to serve as Board Chair and Paul Petersen was elected to serve as Vice-Chair for 2019.
- Board Member Recognition – Elizabeth recognized and expressed appreciation to Julie Shafer for serving as Board Chair and Brad Taylor for serving as Vice-Chair in 2018. She added that this is Brad's last meeting as he is term-limited as a member. Both received a gift and a card signed by VGJ staff members. Julie thanked Elizabeth and Greg for their positive direction and strategy for VGJ.

There being no further business, Tammy Anderson motioned to adjourn the meeting; Josh Niernberg seconded. Motion passed.

The meeting adjourned at 4:57 pm.