

VISIT GRAND JUNCTION
BOARD OF DIRECTORS MEETING

January 22, 2019

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

Presiding: Britt Mathwich, Chair

Visit Grand Junction Board Members Present: Paul Petersen, Tammy Anderson, Kevin Reimer, Elizabeth Hallgren, Josh Niernberg, Zeb Miracle, Ken Mabery

Staff Present: Elizabeth Fogarty, Kyle Amann, Michael Bodman, Leslie Dysart, TJ Elbert, Kerry Graves, Kim Machado

The meeting was called to order at 3:04 pm.

Minutes from the December 11, 2018 meeting: Josh Niernberg motioned to approve the minutes as written; Julie Shafer seconded. Motion approved.

Official board meeting notice location for 2019: Kevin Reimer motioned to approve the official location of the Visit Grand Junction board notice to be outside of the City Clerk's office; Josh Niernberg seconded. Motion passed.

Elizabeth Fogarty welcomed Zebulon Miracle and Ken Mabery to the Visit Grand Junction (VGJ) Board of Directors. All board members introduced themselves and briefly described their backgrounds.

Visit Grand Junction Reorganization Update and Staff Introductions

Elizabeth reported that all reorganized positions have been filled except the Marketing and Communications Manager, which will be reposted soon. Each of the VGJ staff members introduced themselves to the Board and shared their background, roles and responsibilities, and goals relating to their position.

Special Event Partnership Process

Elizabeth summarized the difference between event promotion and destination marketing and how VGJ can provide greater value to events versus awarding money without a strategic plan in place. The goal for the new events partnership is to, over time, increase attendance at each event and help events improve to support and represent the community brand. This strategy was originally shared with the Event Task Force and was well received. She shared the new event partnership application along with an introductory letter and information on the process for event coordinators. The new forms outline the expectations for assistance and will help VGJ determine the level of support for the event. Once an application is received, VGJ staff will meet with the event representative(s) to discuss the strategies and support for increasing visitation to the event. There will not be a sub-committee made up of board members to review the applications as has been the case in the past.

Several board members commented positively and agreed on the new event partnership strategy and suggested a scoring sheet to be completed by VGJ for future year's event partnership program be considered.

Greater Grand Junction Sports Commission (GGJSC) Board Update

Elizabeth reported that during the last GGJSC board meeting, City Manager, Greg Caton, asked the board if the GGJSC should move to VGJ and be under one office. The board explained the focus for GGJSC is to create events and operate them. Since this does not align with the mission of VGJ, nor does VGJ have the resources, the GGJSC will continue to look for a new director and operate separately.

Grand Junction Air Service Alliance MOU Update

The Grand Junction City Attorney drafted a MOU between the City of Grand Junction, VGJ and the Grand Junction Air Service Alliance (GJASA). The GJASA board decided to establish a committee to create a revised MOU.

Both at a meeting with the airport director and Elizabeth and at the Air Alliance Board meeting, it was agreed that VGJ's marketing will include creating awareness and inspiration of the Grand Junction area to direct flight locations. Advertising for flights will be the responsibility of the Air Alliance along with their partnerships with the airlines.

BLM Campaign

VGJ has partnered with the Grand Junction Economic Partnership (GJEP) to create a campaign designed to influence Bureau of Land Management (BLM) leadership to relocate its headquarters to Grand Junction. Elizabeth shared PowerPoint examples of a journal book that was designed as part of the campaign, filled with photos, three dimensional objects, and other inspirational items and information of the Grand Junction area. Each journal will be personalized with a BLM executive's name and delivered directly to their desk in D.C. Also, a digital billboard will be displayed in front of the BLM offices in Washington, D.C.

Expand the Tent Marketing Program

Elizabeth mentioned that she spoke with City Manager, Greg Caton, regarding initiating conversations with Fruita and Palisade communities to discuss potential marketing partnerships with VGJ. This is an important step before assessing fair parameters and fees for all businesses participating in the program. Further discussion on this topic will be ongoing at future board meetings.

Other Business

Annual Board Retreat – the agenda from last year's retreat will be sent to the board members to review. They were encouraged to provide any agenda items for this year's retreat to Elizabeth. Most of the board members indicated that April would be a good time for the retreat and a suggestion was made to hold a half-day retreat instead of a full-day. Staff will send out a Doodle poll to determine the best day and time.

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

The meeting adjourned at 5:07 pm.