



Visit Grand Junction

ADVISORY BOARD OF DIRECTORS HYBRID MEETING

Tuesday, May 11, 2021

3 P.M. – 5 P.M.

Virtual Meeting Link: [Visit Grand Junction Advisory Board Meeting – May 11, 2021](#)

Passcode: 740801

Meeting ID: 878 8839 4560

Call-in (audio only): 1-253-215-8782, Meeting Code: 87888394560#

AGENDA

1. Call to order

- a. Approval of Minutes – April 13, 2021

2. Community Updates and Q&A

- a. Junior College World Series – Jamie Hamilton, Tournament Director

3. Visit Grand Junction Updates

- a. Lodging Tax Business Month Collections
- b. Influencers and Press Articles
- c. Destination Branding Adoption
- d. Advertising Technology RFP Update
- e. Data and Research: 2020 Hotel Metrics Comparisons and DMO Website Importance Study

4. Board Business

- a. PUC Letter of Support – Grand Junction Adventures
- b. Grand Junction Chamber of Commerce Annual Banquet
- c. June 2021 Board Meeting

5. Adjourn