

Visit Grand Junction
Advisory Board of Directors Meeting
July 12, 2022, 3 pm – 5 pm

The meeting was held at the Hotel Maverick, 840 Kennedy Ave., Grand Junction, CO.

Presiding: Joe Burtard

Visit Grand Junction Board Members Present: Paula Skrzypczak, Brenda Greene, Pat Nichols-Perrin, Tammy Anderson, Paul Petersen

Absent: Mikhail Blosser, Elizabeth Fortushniak, Kelsey Coleman

Grand Junction City Council Member Present: Councilmember Phil Pe'a

City of Grand Junction Staff Present: Elizabeth Fogarty, Director; Kim Machado, Administrative Specialist

The meeting was called to order at 3:04 p.m. by Board Chair, Joe Burtard.

Minutes from the June 14, 2022, meeting: Tammy Anderson motioned to approve the minutes as written; Paula Skrzypczak seconded. Motion passed.

Community updates and Q&A

Brandon Stam, Executive Director of the Downtown Development Authority (DDA) and Business Improvement District (BID), provided updates on Downtown development, programs, and activities for 2022. It included The Junction housing project, The Terminal gateway project, and the redevelopment of Fifth Street to reduce speeding from traffic approaching the downtown area from Highway 50. He also shared data and highlights from the Downtown Rides and Vibes event on May 20 – 22, 2022.

Elizabeth offered Brandon support for Downtown's events and programs and thanked him for the partnership with Visit GJ. She also encouraged him to reach out if there is anything else Visit GJ can assist with.

Visit Grand Junction Updates

Elizabeth Fogarty provided an update on lodging tax collections. From the 4.25% lodging tax collections that Visit GJ received (short-term rental lodging tax revenue is collected quarterly), April 2022's business was a factor of 16.3% higher compared to April 2021 (adjusted for late and missing payments). Year-to-date lodging tax collections through April 2022 are up 28.7% over the same year-to-date period in 2021. Of the Grand Junction lodging properties that reported their metrics to STR, LLC., occupancy for May 2022 was 77.8%, ADR was \$126.04, and RevPAR was \$97.99. May 2022's ADR and RevPAR were the highest ADR and RevPAR for any month of May in Grand Junction's history.

Other updates Elizabeth shared include:

- Visit GJ staff is finishing the outreach phase of the Grand Junction Area Tourism Membership Program by contacting businesses and asking for final decisions regarding partnership in the program.
- Community meetings and events that Elizabeth attended included the Grand Junction Regional Air Service Alliance meeting, Downtown Shopping Park Planning & Maintenance discussion, and the Colorado Association of Destination Management Association (CADMO) Annual Meeting, where Visit GJ received recognition from the Colorado Tourism Office Director for implementing a successful data-science strategy. She also attended a meeting with the Art Center director and an Art Center board member, where Elizabeth was invited to join as a board member.
- Elizabeth briefly outlined the guidelines for Visit Grand Junction's Event Partnership Program and shared data from the Grand Valley River Fest event.
- Grand Junction was featured as the second-best place to retire on Kiplinger's Personal Finance magazine's "7 Standout Places to Retire", which was recently published. Grand Junction was featured on the front cover of the issue and Visit GJ successfully secured a full-page Grand Junction ad on the back cover.

- Other recent media coverage of the Grand Junction area included articles in Forbes, Wine Enthusiast, Avid Lifestyle magazine, and Outsideonline.com – all of which listed many of the Grand Junction area’s attractions and tourism-related businesses.
- Visit GJ assisted the Dinosaur Diamond Byway organization with redesigning and publishing the scenic byway map. Copies of the map were distributed to the board members.
- Visit GJ placed a full-page Grand Junction ad in this year’s Grand Circle Official Travel Planner in support of the 5-state Grand Circle Association, of which Visit GJ is a longtime member. Copies of the planner were distributed to the board members.
- Survey data from the Outdoor Recreation Economic Study that Visit GJ assisted Dr. Nathan Perry with were shared. One data point related to the mode of transportation visitors used to get from their home to Grand Junction, and the second data point followed up with responders who selected “airplane” on which airport(s) they used to get from home to Grand Junction.

Elizabeth reminded the board members she would be attending the U.S. Travel Association’s Educational Seminar for Tourism Organizations (ESTO) on August 6 - 9, 2022, which conflicts with the regularly scheduled August board meeting. At the June 14, 2022, meeting, the Board unanimously agreed to cancel the August meeting due to the conflict. Therefore, the next Visit GJ Advisory Board meeting will be on September 13, 2022.

There being no further business, Paul Petersen motioned to adjourn; Tammy Anderson seconded. Motion passed.

The meeting adjourned at 4:57 p.m.