

Visit Grand Junction
Advisory Board of Directors Meeting
January 9, 2024, 3 pm – 5 pm

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

Presiding: Elizabeth Fortushniak, Vice Chair

Visit Grand Junction Board Members Present: Pat Nichols-Perrin, Joe Burtard, Theresa Horvat, Mikhail Blosser

Absent: Brenda Greene, Kelsey Coleman, Tammy Anderson

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

The meeting was called to order at 3:07 p.m. by Board Vice Chair Elizabeth Fortushniak.

Minutes from the December 12, 2023, meeting: Joe Burtard motioned to approve the minutes as written; Pat Nichols-Perrin seconded. Motion passed.

Community Updates and Q&A

Walt Proulx, General Manager of the Cameo Shooting and Education Complex, provided a comprehensive overview of the campus, programs, and activities, along with insights into future plans for the facility. The facility has hosted a variety of events since opening in August 2018, including law enforcement training, national competitive shooting sports, and conferences. In 2023, the facility hosted 357 permitted events with a total attendance of 5,658. Future plans for the facility include a phase two development of the complex, costing approximately \$30 million, with an emphasis on education and community engagement. It includes constructing a visitor center, a native plant species botanical garden, a lake with fish, and a riparian wetlands area. Once completed, the facility aims to host school groups focusing on education about native plant species, invasive species, and various aspects of biology.

Elizabeth Fogarty thanked Walt for the update and asked what Visit GJ could improve or assist with. Walt expressed appreciation for Visit Grand Junction's support for the Cameo Shooting and Education Complex and said he is willing to return and present another update to the board.

Visit Grand Junction Advisory Board Business

Official meeting notice designation for 2024: Mikhail Blosser moved to approve the following motion, and Theresa Horvat seconded:

"I make a motion to designate VisitGrandJunction.com and GJCity.org as the official meeting notice locations of the Visit Grand Junction Advisory Board of Directors for 2023. In the event of a disruption in internet service, the Visitor Center entrance door at 740 Horizon Drive and the glassed-in exterior notice board at City Hall, 250 N. 5th St., are the designated posting locations."

The motion was approved unanimously.

Visit Grand Junction Director Elizabeth Fogarty reported that prior to the City Council's appointment of Christina Schultz to the Visit Grand Junction Advisory Board, Christina was selected to the Daily Sentinel's Editorial Board. Christina recognized that serving on both boards could be a potential conflict of interest and she mentioned this during board orientation. After further review and discussion, Christina resigned from the Visit Grand Junction Advisory Board. The City Clerk will follow up to fill the seat vacated by Christina.

Visit Grand Junction Updates

Elizabeth shared an update on Grand Junction's lodging tax collections and hotel metrics for November 2023's business activity. For November 2023's business, lodging tax collections were 13.1% above November 2022. For November 2023 YTD, lodging tax collections were 11.5% higher compared to November 2022 YTD.

For November 2023's hotel metrics, Grand Junction's occupancy was 52.3%, ADR was \$88.46, and RevPAR was \$46.28. For November 2023, Grand Junction's occupancy was 2.1% lower than Colorado when including ski towns, 5.9% lower than

Colorado when excluding ski towns, and 10.4% lower than the U.S. occupancy. For November 2023 YTD, Grand Junction's occupancy was 67.2%, ADR was \$108.47, and RevPAR was \$72.84. For November 2023 YTD, Grand Junction's occupancy was 1.7% higher than Colorado when including ski towns, 0.3% lower than Colorado when excluding ski towns, and 5.2% higher than the U.S. occupancy.

Other updates include:

- The Grand Junction City Council adopted Visit Grand Junction's 2024 budget along with the entire 2024 budget for the City of Grand Junction on December 6, 2023.
- The newly redesigned Official Grand Junction Adventure Guide was distributed to the board. Elizabeth highlighted the new aspects of the guide, including the destination brand elements, visuals, front and back cover images, and updated maps and itineraries. Elizabeth shared that the guide content continues to represent resident feedback from the 18-month community branding process.
- Visit GJ contributed content relating to tourism in Grand Junction for the Colorado Business Economic Outlook 2024 report produced by the Leeds School of Business at the University of Colorado Boulder. Copies of the Grand Junction tourism section were distributed to the board members, and a link to the book was sent to them prior to the board meeting.
- Staff met with the CTO's Destination Blueprint program representatives to review the work conducted during the destination assessment and stakeholder workshop. The proposed action plan was also reviewed which will focus on advancing the tourism workforce and championing the value of tourism in the community.
- Recent media coverage of Grand Junction included video clips from journalist Jennifer Broome on television programs KDVR Denver Great Day Colorado ("Where to Go in America In 2024") and on News4SA San Antonio Living ("Explore America! Where to Travel in 2024").

There being no further business, Pat Nichols-Perrin motioned to adjourn; Joe Burtard seconded. Motion passed.

The meeting adjourned at 5:03 p.m.