

GRAND JUNCTION VISITOR & CONVENTION BUREAU  
BOARD OF DIRECTORS MEETING

April 9, 2013  
Lincoln Park Tower Hospitality Suite  
Stocker Stadium

PRESIDING: Lon Carpenter, Chair

MEMBERS PRESENT: Lon Carpenter, Mike Bell, Per Nilsson, Brad Taylor, Daren Cole, John Williams,  
and Sharon Woelfe

MEMBERS ABSENT: Kate Graham and Glen Gallegos

STAFF PRESENT: Barbara Bowman, Debbie Kovalik, Mistalynn Meyeraan, Holly Prickett, Kathy Plunk,  
Kristin Lynch, and Kim Machado

VISITORS: Jamie Hamilton

The meeting was called to order at 3:07 p.m.

Notes from the March 12, 2013 Board Retreat: Brad Taylor moved to approve the minutes as  
written; Daren Cole seconded; motion approved.

Jamie Hamilton, Tournament Chairman of the Junior College World Series, thanked the Board  
for their continued support of JUCO and sponsorship of the annual banquet. The VCB is the 3<sup>rd</sup>  
largest sponsor. He stated there were 185 live streaming connections during the 2012 JUCO World  
Series and the VCB had 4 commercials per game. In addition, there have been 200,000 archived hits  
since last year. A contract with the NJCAA (National Junior College Athletic Association) is in place for  
live streaming of this year's tournament.

The Chair welcomed the newly appointed board member Sharon Woelfe, from Americas Best Value  
Inn, to the Board. Sharon shared her background and interests with the group.

Barbara Bowman introduced two new staff members to the Board; Kristin Lynch, Convention Services  
Coordinator, and Kathy Plunk, Administrative Assistant and Voice of Grand Junction. Both shared  
their background and experience with the group.

BOARD DISCUSSION ITEMS

Special Event Funding Process

Holly Prickett distributed the following documents for review and discussion: Draft of Event Review  
Form; Special Event Funding Application; 2012 Special Events Funding data; and 2013 Special Events  
Funding data.

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Debbie Kovalik explained the processes used in the past by the Special Events Committee in reviewing and granting funding requests, which included a rating or matrix system. In addition, the entire board met twice a year to review applications. She reviewed each item on the draft of the Event Review form.

Lon Carpenter said there is an information gap when the committee asks the Board to approve Special Event funding requests because the Board does not have the entire information on the event. Per Nilsson added that in the past, the applications were emailed to the board chair ahead of time. Daren Cole suggested using Dropbox or Google Docs to store the applications, and the board can access them prior to approving the requests at the board meeting.

John Williams said he preferred the committee meet more frequently than one or two times per year. The other Board members agreed. Per said he will join the Special Event Committee to have a hotel representative. John also commented that he would like to add a branding component to the review form. Barbara Bowman said that item #11 on the review form can be changed to incorporate that.

The Board agreed to:

- Continue to have a committee who will meet the day before the regularly scheduled Board meeting to review the Special Event Funding applications. Any Board member can join the committee.
- Prioritize the items on the Event Review form and attach to the Special Event Funding application so the applicants will understand the elements for a successful event.
- Use a central file box such as Dropbox or Google Docs to store the applications for the Board members to review.
- Applications for funding must be received no later than 120 days prior to the scheduled event.
- Collection of event data by the event promoter is a priority. Next year funding will not be granted without participant data. The Visitor and Convention Bureau volunteers can assist with data collection at events that does not have a registration process.

Mistalynn Meyeraan said she and Holly will match the Event Review form with the information needed on the Special Event Funding application.

#### Education Program to Engage Civic Leaders

Debbie Kovalik explained that typically City Council members will attend one event or meeting with each city board per year, and the City Manager will come to the annual Board Retreat. Barbara Bowman suggested that the newly elected council members meet with the VCB and going forward, invite City Council to attend a VCB Board Meeting at least once a year. Lon Carpenter will put in a request to meet with the new council members in June. Debbie added that she will attend a "City 101" orientation with the new council members to educate them on the VCB's mission and efforts.

## Board Member / VCB Approach on Community Issues Affecting Tourism

Lon Carpenter suggested bringing in representatives once per year to discuss related community issues so that the Board can advise how to approach the issue. Barbara Bowman said that she has invited Colorado National Monument Superintendent, Lisa Eckert, to the May 14<sup>th</sup> Board meeting to discuss the permitting process as it relates to the visitor impact study.

## Ideas for Generating Additional Funding to Promote Grand Junction

Due to time, this agenda item has been moved to the next Board meeting.

## Further Definition on 2013 Board Retreat Ideas/Topics

Due to time, this agenda item has been moved to the next Board meeting.

### OTHER BUSINESS

Lon Carpenter commented that he connected with Al White of the Colorado Tourism Office in March to meet with the National Park Service regarding the perceived issues around the permitting process on the Colorado National Monument. While Mr. White was not able to meet due to a last minute meeting, Lon did meet with six other people, including Lisa Eckert, Colorado National Monument Superintendent, who was on the phone. In addition, Lon, Barbara Bowman, Lisa Eckert, and Mark Davison, Colorado National Monument Chief Ranger, met at a later date to further discuss the permitting process.

Mistalynn Meyeraan shared with the Board that March reflected a 29% increase on page views on the [www.visitgrandjunction.com](http://www.visitgrandjunction.com) website over February; which signals a future intent to travel. A Facebook campaign was launched April 1, 2013, which resulted in 600 new "Likes" in one week. The goal is to see further engagements in posts to our Facebook site. Our Public Relations contractor, Gaylene Orr, conducted a study with her Front Range clients which revealed that among the top Colorado towns the respondents preferred to visit, Grand Junction was ranked 2<sup>nd</sup> behind #1 Estes Park.

Barbara Bowman added that our sales leads have doubled during this time over last year, which also signals intent for future business travel. Both Per Nilsson and Sharon Woelfle commented that hotel business for the summer is looking good.

Barbara Bowman provided an update of the Owners and General Managers meeting held on Monday, April 8<sup>th</sup>. A total of 25 people were in attendance and several topics were addressed including; Room Rate Availability for Colorado Mesa University, Hospitality Training, Update on Monument to Park Status, and 2013 VCB Marketing Plan.

There being no further business, Mike Bell motioned to end the meeting; Per Nilsson seconded, motion passed. The meeting was adjourned at 5:08 p.m.