

GRAND JUNCTION VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS MEETING

September 10, 2013

Grande River Vineyards
787 Elberta Ave.
Palisade, CO

PRESIDING: Lon Carpenter, Chair

MEMBERS PRESENT: Brad Taylor, Kate Graham, Daren Cole, Per Nilsson, Glen Gallegos, Lon Carpenter

MEMBERS ABSENT: Mike Bell, Sharon Woelfle, and John Williams

GUESTS: Greg Ruland, The Daily Sentinel and Peter Booth, Executive Director, Museum of Western Colorado

STAFF PRESENT: Barbara Bowman, Debbie Kovalik, Mistalynn Meyeraan, Kristin Lynch, Erin Chapman, and Kim Machado

The meeting was called to order at 3:03 p.m.

Minutes from the August 13, 2013 Board Meeting: Brad Taylor moved to approve the minutes as written; Daren Cole seconded; motion approved.

Host Remarks

Grande River Vineyards owner, Naomi Smith, welcomed the board and staff. She said that Grande River Vineyards is the largest grape grower in Colorado. They grow all of the grapes for their wine and supply fruit to many other Colorado wineries as well as wineries and home-wine makers in other states.

Palisade Chamber of Commerce Director, Juliann Adams, gave a brief update on attendance at the Palisade Peach Festival. She reported an estimated 12,000 were in attendance, many of them from the Front Range area. She also reported that ticket sales for the upcoming Colorado Mountain WineFest are looking very good.

2014 Budget

Debbie Kovalik explained to the board that the advertising contract for PILGRIM Advertising and the website contract for Miles Media expire at the end of this year. The VCB would like to extend both contracts for one additional year to revisit the required expectations and deliverables so competitive responses can be gathered during the formal Request for Proposal (RFP) process in 2014. A discussion around contract expectations ensued. Debbie explained the RFP process which will begin in the spring of 2014 and that some board members will be needed for the RFP committee. Daren Cole and Kate Graham volunteered to be on this committee.

Glen Gallegos motioned to approve renewing both contracts; Kate Graham seconded; motion approved unanimously.

Barbara Bowman shared with the board the 2014 operational budget and discussed each line item. Mistalynn Meyeraan explained the increase in the website contract based on Karin Mast's presentation during the August, 2013 board meeting. Additional marketing dollars have already been allocated for biking, such as the Red Hot Dirt Days website, and that will continue into 2014. Also, videos have been produced that target meeting planners and tour operators. Daren Cole said that for the winter campaign, Powderhorn Resort will match the VCB's funds (\$7,000) set aside for this.

Debbie said this budget is conservative and we are budgeting to projected lodging revenues. Glen recommended a needs-based budget to strategically plan ahead and asked where additional monies can be added. Debbie replied that if we want extra money, we will need to bring it before City Council and get their approval.

Glen Gallegos moved to approve the 2014 requested budget; Daren Cole seconded; motion approved.

Museum of Western Colorado

Peter Booth, Executive Director of the Museum of Western Colorado, thanked the VCB and its board for their support of the visitor survey. He then explained the challenges, needs, and opportunities the Museum's Board of Directors have identified that is central to the growth of the tourist economy in the community. Their main request is that the City invests in developing infrastructure needs. These include improving signage/directions to the museum downtown, improving conditions and address petty crime in the Whitman Park area, and overall improvement of the downtown neighborhood.

The Museum's board would like to invest in improvements to the Fruita and other museum facilities, but they do not want to invest in improvements to the downtown facility if conditions in the Whitman Park neighborhood continue to exist. In addition, they would like to see additional funding go to the VCB for increased advertising. When asked how the VCB can help, Peter replied: continued cooperation on data gathering, assisting with additional signage, understanding cultural and heritage products, and directing airport visitors to the museum facilities.

Staff Reports - Due to lack of available time, staff reports were not presented.

USA PRO Cycling

Barbara stated that she has been invited to a meeting on September 12th to discuss USA PRO Cycling for 2014. She will provide further information at the next VCB Board Meeting.

Vacation Rental By Owner Properties in Grand Junction

Barbara reported that there are currently four properties in Grand Junction listed on the Vacation Rental By Owner (VRBO) website that are collecting the lodging tax. The VCB was unaware of this until it was brought to our attention by one of the listed property owners, and inquired about marketing services offered by the VCB. We have brought this to the attention of the City Attorney and Finance. Debbie mentioned that with the Board's assistance we may need to establish a policy, similar to the Visitor Guide policy, that outlines the services we provide and the structure of who qualifies for them. This topic will be discussed further once we have received further information from the City Attorney.

There being no further business, Kate Graham motioned to end the meeting; Brad Taylor seconded, motion passed. The meeting was adjourned at 5:15 p.m.