

GRAND JUNCTION VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS MEETING

October 8, 2013

Fruita Recreation Center
324 N. Coulson St.
Fruita, CO

PRESIDING: Mike Bell, Vice-Chair

MEMBERS PRESENT: Brad Taylor, Kate Graham, Per Nilsson, Sharon Woelfle, Glen Gallegos

MEMBERS ABSENT: Daren Cole, Lon Carpenter, John Williams

GUESTS: Chris Clemons, Patty Welch, and Matt Carpenter – PILGRIM Advertising; Greg Ruland – The Daily Sentinel

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

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

Minutes from the September 10, 2013 Board Meeting: Brad Taylor moved to approve the minutes as written, Per Nilsson seconded; motion approved.

Clint Kinney, Fruita City Manager, welcomed the board and staff to Fruita and the Fruita Recreation Center. He gave a brief update on the state of the economy for Fruita as well as upcoming plans for the downtown area. 2014 will be the 100th anniversary of the Fruita Fall Festival.

BOARD DISCUSSION ITEMS

Presentation – PILGRIM Advertising

The PILGRIM Advertising team presented a recap of the 2013 advertising campaign which focused on content. Four videos have been produced that target leisure travelers, groups, and meetings/conferences. Five of six mobile guides have been produced. A decision was made to convert the sixth guide to a Pinterest board. Resources originally set aside for marketing peaches were diverted to prize promotions, such as the Fall Getaway promotion. The eBook has expanded to additional formats. The meeting planner campaign included online display and print ads. In addition, a direct mail piece invited meeting planners to a peach giveaway at three locations in Denver. Planned promotions included an eBook promotion, meeting planner promotion, end of summer promotion, and win wine for a year giveaway.

A strategic planning approach is outlined for 2014. It will focus on four areas of the Travel Planning Experience:

- Attraction – includes incorporating a newly defined Wine Country brand with food and other activities; attracting leisure and younger audience; and pushing more business into the spring and fall.
- Planning – revamp the Visitor guide to be more experiential / planning guide; content around top trails and train travel; and a season-long promotional strategy.
- Experience – includes hotel pop-up signage and wine country CD; local ambassadors and campaign to cross promote activities.
- Repeat/Refer – using social media and email tools to relive, share, and write reviews which will create fans and referrals.

Per Nilsson requested that consideration be given to increasing the investment in the group meetings market.

Chris Clemons said that we are doing the right things with the resources we have but we are missing the impact of billboards. He suggested having 4 to 5 billboards in Denver through the summer months of 2014, provided the budget allows it.

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

Other Business

Barbara Bowman reminded the board that the terms of three members, Sharon Woelfle, Daren Cole, and John Williams, will end on December 31st. She encouraged the board to refer anyone who qualifies to the City Clerk's office to apply. Applications must be submitted to the City Clerk's office by November 1, 2013.

Barbara mentioned that USA PRO Cycling has not contacted anyone regarding a Grand Junction stage and no further information is known as of this time.

Barbara said that she, Debbie Kovalik, and Mistalynn Meyeraan attended the 2013 Governor's Conference on Tourism in Telluride on October 2nd – 5th. It was very informative and we plan to incorporate some of the ideas presented. Barbara and Mistalynn both served on group panels during the conference. The Grand Junction VCB received accolades at the conference for being the first DMO in the industry to send out an E-Blast to our database that included "Top 10 Alternative Travel Ideas" during the government shutdown. We were faster than Washington, D.C.

Brad Taylor displayed his Tour of the Moon jersey and thanked the board and staff for their support and involvement in the event. \$11,000 was donated to the Riverfront Commission. Brad mentioned earlier during the PILGRIM presentation that by 2015, the Riverfront Trail will have the opportunity to be marathon length.

Barbara said that the upcoming Wine Train is now a Wine Bus due to the track repairs at the Moffat tunnels. Currently there are 31 people registered.

There being no further business, Kate Graham motioned to end the meeting; Per Nilsson seconded, motion passed. The meeting was adjourned at 5:22 p.m.