

GRAND JUNCTION VISITOR & CONVENTION BUREAU  
BOARD OF DIRECTORS MEETING

November 12, 2013

Two Rivers Convention Center  
159 Main Street  
Grand Junction, CO 81501

PRESIDING: Lon Carpenter, Chair

MEMBERS PRESENT: Brad Taylor, Kate Graham, Per Nilsson, Sharon Woelfle, Mike Bell, Daren Cole

MEMBERS ABSENT: Glen Gallegos and John Williams

GUESTS: Ed Miller and Nancy Weibel – Visitor Center Volunteers; Patrick Rodgers and Carrie Barker – Miles Media; City Councilmember Duncan McArthur

STAFF PRESENT: Barbara Bowman, Debbie Kovalik, Mistalynn Meyeraan, Kim Machado, Kristin Winn

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

Minutes from the October 8, 2013 Board Meeting: Mike Bell moved to approve the minutes as written, Brad Taylor seconded; motion approved.

Stuart Taylor, Manager of Two Rivers Convention Center, welcomed everyone. He reported that new carpet was installed in July and new events are being booked, such as Faith Walkers, which expects to have an attendance of 700 people. The expected opening date for the Avalon is June 1, 2014 and they are planning grand opening events. The goals of Two Rivers Convention Center are:

- Clean Facility
- Safe Environment
- Multi-Type Events attracting all kinds of people
- Great Food

Visitor Center Volunteer Recognition

Kristin Winn, Visitor Center Coordinator, recognized Ed Miller for achieving 2,000 hours of volunteer service and Nancy Weibel for achieving 1,000 hours. Ed said that he has been volunteering since January, 2002 on Thursday mornings and shared that a successful volunteer organization must have good leadership, good tools, and good volunteers. He feels the VCB has that and is very happy to be a part of it.

Nancy Weibel said that she has been volunteering since 2007. She and her husband, Jim, volunteer during the Wednesday afternoon shift. Originally, she was a volunteer at the Police Department. She shared that the volunteers are mostly problem solvers for the visitors.

## Contractor Presentation – Miles Media

The Miles Media team presented a recap of 2013 milestones which included Travel Weekly's 2013 Silver Magellan Award for outstanding destination website, new welcome email with an open rate of 38%, new hiking trails mapping, new press room, Brightedge SEO monitoring, and the launching of the mobile website in August. They further reviewed 2013 campaign results in website analytics and the email program. Noteworthy increases over 2012 include:

- 15% increase in Website visits
- 22% increase in page views
- 4.3% increase in total emails sent
- 494% Total opt-ins increase

The focus for 2014 will be content in the following three areas:

- Community news email to keep industry partners updated every month on lodging metrics, staff updates, upcoming events, and new business.
- Get Smart Content which allows us to serve the right message to the right user at the right time, ability to segment users geographically, and track goal completions. With Get Smart Content, other destination marketing organizations have seen a significant higher conversion rate for guide orders, and more time and pages viewed per visit on their website.
- Customer Content Generation which will target users with specific interests with custom generated content based on their site/email usage.

## Outreach to Lodging Properties

Sharon Woelfle suggested that the board reach out to properties that the VCB rarely hears from or who do not attend VCB sponsored events, to help them see the benefits that the VCB offers. Lon Carpenter suggested that after the upcoming 2013 Year End Wrap-Up would be a good time to target those properties who did not attend. Debbie Kovalik further added that the board members can share the notes from the Wrap-Up. Both Sharon and Barbara Bowman will meet and outline an action plan in this area to share with the board in the near future.

## 2014 Board Retreat

The 2014 Board Retreat will be scheduled sometime in the first or second week in March, 2014. Location to be determined depending upon the budget. We're looking in to having a facilitator attend to assist us with establishing a strategic plan for the next 3 -5 years.

## Other Business

- Barbara Bowman reported that letters and supporting documentation went out to properties that are not currently in the Expand the Tent program, outlining the benefits of the program and encouraging them to participate.
- The City Attorney has recommended establishing a committee to review and determine if the VCB will provide marketing benefits to properties that pay the lodging tax other than hotels, such as vacation homes and boarding houses. This committee will receive direction from the City Attorney.

- The deadline to respond to the RFP for the Online Booking Engine is Friday, November 15<sup>th</sup>. Board members Sharon Woelfle and Per Nilsson, as well as Rick Martindale from Quality Inn have volunteered to be on the committee to review the responses.
- The VCB has made an additional investment to upgrade our membership with Cvent, which is an event management company, to include a higher search ranking which will hopefully result in more meetings leads.

There being no further business, Brad Taylor motioned to end the meeting; Mike Bell seconded, motion passed. The meeting was adjourned at 5:10 p.m.