

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE
BOARD OF DIRECTORS MEETING
JULY 10, 2001

PRESIDING: Wade Haerle, Chair

MEMBERS PRESENT: Bill Miers, Kevin Reimer, Jane Fine Foster, Linda Smith, Alan Friedman

MEMBER ABSENT: Peggy Page, Larry MacDonald, Chris Blackburn, Frank Bering

STAFF PRESENT: Debbie Kovalik, Layne Whyman, Erin Chapman, Irene Carlow, Barbara Bowman, Karin Mast

GUESTS: Linda Hill, Anna Maria Ray, Bob Helmer, Chuck Nelson, Jeanine Opsal

The meeting was called to order at 3:15 p.m.

MINUTES OF JUNE 12: Bill Miers moved and Linda Smith seconded that the minutes be approved as written; approved unanimously.

BOARD BUSINESS: The Board/City Council breakfast is confirmed for August 29 at 7:30 am, location to be determined.

The Director met with staff from Purchasing and Public Works to reassess the remodeling project that would increase usable office space by converting the deck to a storage area. Bids were originally solicited on a design/build basis; only two bids were received and the project was abandoned in March. Staff recommends retaining an architect to prepare plans and specs, then bidding the project. Architectural plans would have to be submitted by September 1 in order for the project to begin in December. The consensus of the Board is to move forward with this project.

The Chair and Bill Miers will serve as the By-Law Development Committee.

Special Events: The Director contacted Greg Finch, representing the Fruita Chamber of Commerce and Fruita Tourism Advisory Council, regarding the status of funding for the Chet Peach Ride, Race & Roast. VCB-approved funding was contingent upon a dollar-for-dollar match from the City of Fruita, up to a maximum of \$1,750. The Tourism Advisory Council's total budget for this year is \$3,000; funding awards have not yet been made. VCB funds cannot be disbursed until all the standard requirements (e.g., certificates of insurance) are met, as well as verification of the financial contribution by Fruita. The Director will remind event organizers they have until September 13 (30 days before the event date) to comply with all requirements of the award. An update will be provided at the August Board meeting.

HILL & COMPANY: Linda Hill and Anna Maria Ray presented the new website, which has a totally different cosmetic look and is easier to navigate than the previous site. Improvements include an internal search engine and a streamlined lodging section.

On June 23, the Director appeared on the chef's segment of KMGH Channel 7's Saturday morning show and Grand Valley wines were featured. The next show will be August 4.

VCB staff participated in a radio live remote promotion in Denver, in co-operation with the Wine Board. Staff has also arranged a promotion at Tattered Cover bookstore; Grand Valley wines will be served in the restaurant and displays will be set up in the store.

Print ads are running in Colorado Golf magazine, Vail Valley Music Festival magazine and Wine Enthusiast.

STAFF REPORTS: Staff will present the proposed 2002-2003 budget at the August meeting, based upon discussions at the workshop immediately preceding this meeting. Few program changes are recommended. Significant staff changes will be requested (increase one position from half-time to full-time and reclassify one position from non-exempt to exempt). The advertising contract will increase from the current \$300,000 to \$360,000 in 2002 and \$375,000 in 2003.

June lodging tax receipts were down 2.7% from last year, but YTD collections are up 10%. Website statistics for June were not available, as we make the transition to a new service provider.

Trade Show Policy: Barb Bowman discussed the draft policy presented at last month's meeting. Staff requests the Board implement a policy in response to non-participating properties' requests for leads developed at trade shows. Most trade shows limit the number of delegates in a booth. Staff sends the VCB trade show schedule to the properties and requests written commitment from those who wish to participate in each show. Previous participants in a specific show are offered first right of refusal for the same show for the next year. New attendees are confirmed on a first come/first served basis. Alan Friedman asked how participation would be determined if two requests were received simultaneously. After discussion, it was agreed that simultaneous responses would be resolved through a lottery system; staff will make that change to the policy as presented. Alan Friedman moved the trade show policy, as revised, be approved, Bill Miers seconded, approved unanimously.

Promotions: Karin Mast conducted three fams for media representatives in the month of June. She also attended the Travel Media Showcase in Atlantic City, New Jersey. The show was well-attended; Karin had 45 pre-scheduled appointments with a wide variety of delegates, including the CEO of Expedia.com, a representative of GORP, and a number of freelance journalists. The annual Denver peach giveaway is scheduled for August 1 and staff looks forward to working with the Palisade growers again on this very successful event.

Visitor Center: Layne Whyman plans to hold a brainstorming session with a group of volunteers to discuss exhibit updates. We currently have 75 volunteers and are working to recruit 6 more.

We are working with the Palisade Chamber of Commerce on the PBS bike tour (July 24-26), which will lay over in Palisade. June was a very busy month for convention servicing; major

events hosted include: Colorado Chiefs of Police; HOG (Harley Owners Group) Rally, which will return in 2002; and Pedal the Peaks – this was the first time this event has started in Grand Junction as well as the first time any CVB has provided assistance.

HOST REMARKS: Jeanine Opsal, director of the Palisade Chamber of Commerce, gave an update on activities in Palisade. Doug Caskey, of the Wine Board, helped design three different routes for a wine tour for the PBS bike tour, and Laidlaw will use school buses to help transport riders on a variety of tours. The VCB has also been very helpful in planning for this large group. The annual Peach Festival is scheduled for August 18th, and the Wine Fest is again generating a lot of interest. Palisade will host a “Home for the Holidays” celebration November 24. The Spring event will change from the Peach Blossom Home Tour (individuals have become reluctant to open their homes) to a “Blessing of the Vines” on April 13. Jeanine also distributed the new Fruit and Winery Guide as well as the Chamber Directory.

Refreshments were provided by Alida’s Fruits and Ol’ Buttercup Ice Cream.

The meeting was adjourned at 4:47 p.m. on motion of Alan Friedman and second by Kevin Reimer.