

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE
BOARD OF DIRECTORS MEETING
NOVEMBER 6, 2001

PRESIDING: Wade Haerle, Chair

MEMBERS PRESENT: Alan Friedman, Bill Miers, Jane Fine Foster, Frank Bering, Peggy Page, Kevin Reimer

MEMBERS ABSENT: Chris Blackburn, Linda Smith, Larry MacDonald

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

GUESTS: John Dwyer, Linda Hill, Anna Maria Ray

The meeting was called to order at 3:10 pm.

MINUTES OF OCTOBER 9, 2001: Jane Fine Foster moved the minutes be approved as written, Bill Miers seconded; approved unanimously.

HOST REMARKS: John Dwyer, General Manager, welcomed the Board to La Quinta Inn and Suites. They are very pleased with the success of this property; occupancy rates have been strong since the opening in 1998. The corporation has plans to expand internationally.

BOARD BUSINESS: A workshop will be held November 13 from 3:00 – 5:00 pm at the VCB office to review Special Event applications.

Visitor Guide Policy: The Director reviewed the Board-established criteria for inclusion in the Visitor Guide. Customer service and providing accurate information to visitors is of paramount concern. Letters were sent to all Mesa County lodging properties inviting them to participate in the “expand the tent” marketing program. Additions to the 2002 Visitor Guide under this program are Powderhorn Ski Resort and The Chateau at Two Rivers Winery. Two of the new wineries have responded that their tasting rooms will be open by appointment only in 2002, so they will not be in the Visitor Guide. Staff faxed a letter to the Holiday Inn Express contact name and, to date, no response has been received.

Board Vacancies: Applications are available on the City’s website; the due date is November 15.

HILL & COMPANY: Samples of the Olympic Torch Relay materials were presented. Holiday shopping ads begin November 5; cable TV and radio ads have been added to the campaign. The VCB and Adam’s Mark will partner on ad space in the Grand Circle Travel Planner.

The 3rd quarter Occupancy/Average Daily Rate survey was distributed. Rates were up \$1-\$2 each month while occupancy declined:

	<u>2000</u>	<u>2001</u>
July	85%	78%
August	81%	79%
September	78%	74%

Vail's 3rd quarter occupancy declined 9% in July, 2% in August and 20% in September. October occupancy is typically 25%-32%, but properties are expecting October 2001 to be in the 10% range.

STAFF REPORTS: R.W. Jones Construction was the low bidder on the deck remodel project; the total cost, including the sink/countertop, is \$25,875.

Barb Bowman reported that the VCB has 61 pre-scheduled appointments for the National Tour Association convention November 9-14. The five local hotel representatives have a record number of appointments scheduled.

Staff went on a hard-hat tour of Two Rivers Convention Center. The renovations will make it a more marketable facility. Convention groups will be able to book space 19 months in advance.

Staff met with representatives of Mesa State College, Grand Mesa Youth Soccer Association and hotels to begin working on room blocks for the 2002 soccer tournament.

The Director, Barb Bowman and Irene Carlow attended the Governor's Conference on Tourism. PRACO, the Colorado Tourism Office's ad agency, presented 7 marketing options that were submitted to the CTO Board in response to the events of September 11. The CTO Board chose to "stay the course" and proceed with the marketing plan that had been previously approved. The CTO Board and PRACO will closely monitor consumer attitudes and responses as the campaign proceeds. More Colorado destinations will begin marketing to Colorado residents, which will mean increased competition for Grand Junction.

The Director presented an idea for the VCB to organize a "travel expo" in Grand Junction, possibly in April. This trade show could be held at Two Rivers and the VCB would sell exhibit space to local tourism partners as well as CVBs and tourism businesses from other cities as an opportunity to market to local and regional residents. The Board asked to be kept informed on the progress of this proposal and encouraged the VCB staff to investigate further into the options for this.

The meeting was adjourned at 5:00 pm on motion of Alan Friedman and second of Kevin Reimer.