

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE
BOARD OF DIRECTORS MEETING
January 9, 2001

PRESIDING: Wade Haerle, Vice Chair

MEMBERS PRESENT: Alan Friedman, Peggy Page

MEMBERS ABSENT: Bill Mears, Chris Blackburn

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

GUESTS: Linda Smith (pending reappointment 2/7/01), Linda Hill

The Chair reported that Council will interview candidates to fill the four Board vacancies on January 18; appointments will likely be made at the February 7 Council meeting. Because only five of the total nine Board seats are currently filled, the presence of three members will constitute a quorum.

The meeting was called to order at 3:05 pm.

MINUTES OF DECEMBER 12, 2000: Peggy Page moved the minutes be approved as written, Alan Friedman seconded, approved unanimously.

BOARD BUSINESS: Kelly Arnold, City Manager, welcomed the Board to City Hall and briefly discussed some of the issues Council expects to address in the coming year.

Special Events Board liaisons for the funded events are:

Rocky Mountain Open Golf Tournament – Wade Haerle

Kokopelli Pursuit Adventure Race – Bill Mears

Chet Peach Ride, Race & Roast – Linda Smith

Annual Retreat In lieu of the regular monthly meeting in April, the annual Board retreat will be held Tuesday, April 10. Anticipated issues to be addressed include the 2002-2003 budget process, review of the Special Events policy, discussion of national economic trends that affect the tourism industry. Staff will provide a list of suggested locations.

TIAC Legislative Reception The Board is invited to the Tourism Industry Association of Colorado's Annual Legislative Reception Monday, January 15 at the Denver Adam's Mark. Attendees include legislators, Colorado Tourism Office Board of Directors and many members of the Colorado Hotel Lodging Association.

HILL & COMPANY: Linda Hill presented results of the online conversion study. A survey was emailed to 3,500 individuals who had visited our website between January 1 – October 31, 2000:

Response rate	11%
Conversion rate	62%
First-time visitors	53%
Requested Visitor Guide	91%
Colorado residents	21%

The 2001 Visitor Guide will strengthen the “Colorado’s Wine Country” theme. Delivery of the Guide is expected in early March

The Sales Division direct mail campaign will be a 3-part mailing to approximately 500 meeting planners that represent the core of our database. The pieces will highlight the improvements at our meetings properties as well as Two Rivers Convention Center. Each mailing will direct the recipients to our website to register for a gift.

STAFF REPORTS: Staff met with representatives of 20 area hotels regarding the VCB’s 2001 marketing plan and co-op advertising opportunities. The lodging properties were advised that, as the cost of advertising increases each year and revenues remain static, we will not be able to add any new programs this year.

Rocky Mountain Symposia 70 international tour operators will attend the Symposia February 5 – 9. Our tourism partners have been extremely supportive of this conference and we look forward to a successful week as we showcase the city and all our area has to offer the international traveler.

OTHER BUSINESS: Grand Junction will host the Annual Conference of Colorado State Parks in November 2001.

The meeting was adjourned at 4:55 on motion of Alan Friedman and second by Peggy Page.