

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE
BOARD OF DIRECTORS MEETING
August 13, 2002

PRESIDING: Peggy Page, Chair

MEMBERS PRESENT: Alan Friedman, Tillie Bishop, Kevin Reimer, Jill Eckardt

MEMBERS ABSENT: Wade Haerle, Jane Fine Foster, Michael Somma, Linda Smith

STAFF PRESENT: Debbie Kovalik, Irene Carlow, Barbara Bowman, Kayla Arnesen, Erin Chapman

GUESTS: Anna Maria Ray

A quorum not being present, the Board conducted a workshop session.

HOST REMARKS: Corinne Nystrom updated the Board on activities at Walker Field Airport. Air travelers have experienced many changes since 9/11/01, with the most obvious being airport security. The Transportation Security Administration is responsible for passenger screening. The Grand Junction TSA regional office also monitors screening operations at Montrose, Telluride, and Gunnison. Enplanements declined after 9/11 but started increasing in December 2001 and are currently at the same level as last year. The terminal will undergo renovations over the next few months in order to comply with TSA requirements.

The Airport Authority plans to construct a cargo facility in the next 1-2 years. Walker Field does not receive any tax revenue from the City or County; all revenues are derived from leases, passenger fees, State and Federal funds and concessions.

BOARD BUSINESS: Special Events Jill Eckardt reported that all is in order for the Kokopelli Adventure Race and funds have been disbursed. Kevin Reimer reported that all paperwork has been received from the Rim Rock Run and the funds should be paid out soon.

Board Vacancy: Five applications were submitted to the City Clerk's office. The Director will inform the Board as she learns of Council's plans to fill the vacancy.

HILL & COMPANY: A 2003 staff planning session was held with the VCB immediately preceding this meeting. Grand Junction is in a very strong position, especially relative to other Colorado destinations. Preliminary results of the winery intercept study indicates a high percentage of people knew the area as "Grand Junction-Colorado's Wine Country" before they came here.

The 2nd quarter Occupancy/Average Daily Rate report was distributed. Comparisons with 2001 are as follows:

	Occupancy	Rate
April	+3%	even
May	even	+ \$1
June	-3%	even

A sampling of statistics from other Colorado destinations was distributed. The report shows Grand Junction's average daily rate continues to lag behind other cities; the average rate in Cortez is \$71.73 versus \$66 in Grand Junction.

Kevin Reimer stated that they will break round on the Hampton Inn in September with a planned opening in April 2003.

STAFF REPORTS: Kayla Arnesen reported that we received good participation and support from the Palisade growers for the Denver Peach Promotion. This was the first year we ever had peaches left over. Grand Junction was highlighted in the August edition of Conde Nast Traveler. The "Deals of the Month" section mentioned 9 local businesses.

The Director discussed revisions to the 2002 budget which will be entered in the City accounting system in early September. Revisions to the 2003 budget are limited to major (program) changes. The only item that falls within that category is the Western Colorado Travel Expo, with estimated expenses of \$29,250 and revenue of \$11,250.

Lodging tax collections for July set a record of \$105,760. Revenues YTD are up 13.3% over last year; the budget projection was 5% increase for the year.

American Society of Association Executives Conference: The VCB and Colorado Wine Industry Development Board will host a wine tasting booth at an event at Coors Field August 19. The event will showcase the many different facets of Colorado and all that our state can offer to meeting planners.

Governor's Conference on Tourism: The VCB has agreed to sponsor the opening reception; \$5,000 of Special Program funds will be used. Letters are being sent to Western Colorado tourism entities, inviting them to exhibit at the reception. This will not be a trade show exhibit, but rather a display from each participating area following the theme of "Art, History, Culture". The Director and Director of Sales have scheduled a meeting with representatives of the Governor's office to work on specific plans for the conference.

The Board was reminded of the annual Volunteer Appreciation Banquet which will be held September 10, immediately following the regular monthly Board meeting.

The workshop was concluded at 5:00 p.m.