

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE
BOARD OF DIRECTORS MEETING
OCTOBER 15, 2002

PRESIDING: Peggy Page, Chair

MEMBERS PRESENT: Alan Friedman, Linda Smith, Jane Fine Foster, Kevin Reimer, Wade Haerle, Tillie Bishop

MEMBERS ABSENT: Michael Somma, Jill Eckardt

STAFF PRESENT: Debbie Kovalik, Irene Carlow, Kayla Arnesen

GUESTS: Anna Maria Ray, Tim Campbell

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

MINUTES OF SEPTEMBER 10, 2002: Jane Fine Foster moved the minutes be approved as written, Linda Smith seconded, approved unanimously.

HOST REMARKS: Terry Murphy, general manager of the Adam's Mark, welcomed the Board. He stated that September 2002 was the busiest month this hotel has ever had with an average occupancy of 90%.

BOARD BUSINESS: The Chair and the Director described the Travel Industry Association of America's awards banquet, which was attended by over 400 people. The award will be unveiled at a reception at the Visitor Center immediately following this meeting.

Budget Update: Council will review all departments' revised budgets on November 18. Two significant revisions to the VCB's 2003 budget are the communications network upgrade (\$9,000) and a separate line item for the Travel Expo (\$29,250).

November Meetings: The November 12 regular monthly meeting is rescheduled to November 19 because both the Director and Director of Sales will attend the National Tour Association annual conference November 7 – 14. The Chair will arrange to hold the meeting at Boomers, 346 Main Street. A workshop to review Special Event funding applications will be held November 12 from 3:00 – 5:00 pm at the VCB.

Special Events: Attendance at the Celtic Festival was down 30% and the event lost money; several other events held the same day had a big impact on this event. Registrations for the Rim Rock Run are down somewhat versus the same time last year. Each runner will have to pay the entrance fee to the Monument, but event organizers were not notified of that until after registration fees were set and materials printed.

2003 Officers: The Chair and Vice Chair, acting as the nominating committee, will meet before the next regular Board meeting. Any member who has an interest in serving as an officer will please contact Alan Friedman. Nominations will be made at the November meeting.

Board Positions: Council will conduct interviews in the next 2 – 3 weeks.

Visitor Guide Policy: Staff requested direction regarding the criteria for inclusion in the VCB's Official Visitor Guide, particularly as it relates to additional wineries/tasting rooms that are open by appointment only. The existing policy states that attractions must be open to the public no less than 3 months per year and have regular, scheduled hours. The Board reviewed the criteria and discussed how the VCB represents attractions/businesses in the Guide. Alan Friedman moved that the Visitor Guide Policy originally adopted in November 1994 be re-approved with no changes; Wade Haerle seconded, approved unanimously.

Expand the Tent: This program continues to offer visitors additional lodging options without adversely impacting properties inside the city limits. Wade Haerle moved that a recommendation be made to City Council to continue offering participation in the VCB's marketing programs to Mesa County lodging properties located outside the Grand Junction city limits; Kevin Reimer seconded, passed unanimously.

HILL & COMPANY: The final 2003 ad plan recommendations will be presented at the November meeting. The wine tour brochure was distributed. This piece emphasizes self-guided touring and meetings out target market's needs.

The Visitor Guide is in production and on track for completion/delivery by the end of January. The 2003 Travel Expo web page launched October 22. The holiday shopping newspaper ads will begin November 7; radio spots will reinforce the message and the promotion will also be on the VCB website. The 3rd quarter Occupancy Study results will be presented in November.

OTHER BUSINESS: Tillie Bishop reported that the Chamber Board has discussed bringing a legislative tour to central/western Colorado as a way to educate the new members of the legislature. Diane Schwenke will contact other western slope cities about partnering in this tour and helping defray the costs.

Tillie recently became aware of a book of 10k walking trails in the United States and suggested that several walking tours in and around Grand Junction may have the potential to be included in the publication. Staff will research this and report back.

The meeting was adjourned at 4:50 pm on motion of Kevin Reimer and second of Jane Fine Foster.