

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE
BOARD OF DIRECTORS MEETING
NOVEMBER 19, 2002

PRESIDING: Peggy Page, Chair

MEMBERS PRESENT: Alan Friedman, Linda Smith, Jane Fine Foster, Wade Haerle, Tillie Bishop, Michael Somma

MEMBERS ABSENT: Kevin Reimer, Jill Eckardt

STAFF PRESENT: Debbie Kovalik, Irene Carlow

GUESTS: Anna Maria Ray, Bob Farrell

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

MINUTES OF OCTOBER 15, 2002: Alan Friedman moved the minutes be approved as written, Michael Somma seconded, approved unanimously.

HOST REMARKS: Chet Allen, owner of Boomers, welcomed the Board and thanked them for holding the meeting at his establishment. Their goal is to have live entertainment every Friday and Saturday, eventually expanding to other weeknights. They currently have live entertainment when they can and are trying to keep the cover charge low. Boomers hopes that downtown restaurants will refer patrons to Boomers after dinner.

OTHER BUSINESS: Harold Stalf, director of the Downtown Development Authority, discussed the background and purpose of the Main Street Program and how downtown Grand Junction can benefit from participating in that program.

(Jane Fine Foster arrived at 3:35.)

BOARD BUSINESS: Special Events Linda Smith reported the Special Events workshop held November 12. Fourteen applications were received, totaling \$73,000 in funding requests. Four applications were not considered because they did not meet the criteria, goals and objectives of the funding Policy; Country Jam was declared ineligible because a final report was not filed for the 2002 funding. The remaining 10 applications were discussed in detail.

Linda Smith moved, Alan Friedman seconded, that the following funding recommendations be presented to Council:

- \$2,000 Fruita Fat Tire Festival
- \$3,500 Colorado Mountain Winefest
- \$2,000 Kokopelli Adventure Race

\$4,000 Downtown Car Show
\$2,000 Wells Fargo Art & Jazz Festival
\$1,000 Mesa State College Rodeo
\$ 600 Rim Rock Run
\$1,000 Renaissance Faire

In-Kind services of \$10,000 to Rock Jam (e.g., website, staff time).

Discussion: It could be difficult to assign specific dollar values to website promotions as well as the amount of staff time that may be spent assisting potential Rock Jam attendees. It should be reinforced to all the event organizers that Special Events funds may only be spent on out-of-town advertising.

Linda Smith amended the motion, Alan Friedman seconded, that the following funding recommendations be presented to Council:

\$2,000 Fruita Fat Tire Festival
\$3,500 Colorado Mountain Winefest
\$2,000 Kokopelli Adventure Race
\$4,000 Downtown Car Show
\$2,000 Wells Fargo Art & Jazz Festival
\$1,000 Mesa State College Rodeo
\$ 600 Rim Rock Run
\$1,000 Renaissance Faire

In-Kind services in the range of \$5,000-\$10,000 to Rock Jam (e.g., website, staff time)

All VCB Special Events funds for 2003 may be spent on out-of-town advertising only.

Approved unanimously.

Michael Somma reported on the Colorado Mountain Winefest. The event continues to be successful, with increased attendance at the Festival in the Park again this year; the winemaker's dinners were sold out. Palisade Park was very crowded and it will be difficult to expand the event in its current location.

Hill & Company Contract Renewal 2003 will be the third annual renewal of a 5-year contract; the Board budgeted \$375,000 for the coming year. Alan Friedman moved, Jane Fine Foster seconded, to recommend to Council that the advertising contract with Hill & Company be renewed for the period January 1 – December 31, 2003. Passed unanimously.

2003 Officers Alan Friedman moved, Wade Haerle seconded, that Linda Smith be the 2003 Vice Chair; passed unanimously. Linda Smith moved, Wade Haerle seconded, that Alan Friedman be the 2003 Chair; passed unanimously. Both offices will be effective with the January 2003 meeting.

HILL & COMPANY: The final 2003 ad plan recommendations were presented and discussed in detail. National exposure will be gained through Conde Nast, Sunset magazine and USA Weekend. An I-70 billboard (near Dumont) has been secured for the period February-July. This

billboard will target ski traffic, reinforcing our branding and increasing awareness of the actual drive time from that location to Grand Junction.

Other projects:

- 2003 Visitor Guide cover was displayed
- 3rd quarter occupancy/average daily rate figures were presented
- Map Network (as part of VCB website) will be launched around the Christmas holidays

STAFF REPORTS: Lodging tax revenues continue to be very strong with a 9.5% increase YTD through the end of October. A strong message at the National Tour Association annual convention was that more destinations are realizing they have to market to leisure travelers. Business travel has not recovered from the downward trend that began in early 2001; the meetings market is also changing, resulting in shorter trips for attendees.

The Director announced that Barb Bowman was elected to the National Tour Association Board of Directors. Barb is one of the two Board members representing destination marketing organizations. This is a great honor for Barb and for the GJVCB.

The meeting was adjourned at 5:00 pm on motion of Jane Fine Foster and second of Linda Smith.