

GRAND JUNCTION VISITOR & CONVENTION BUREAU  
MINUTES OF THE  
BOARD OF DIRECTORS MEETING  
JANUARY 8, 2002

PRESIDING: Peggy Page, Chair

MEMBERS PRESENT: Alan Friedman, Jane Fine Foster, Kevin Reimer, Linda Smith, Larry MacDonald

MEMBERS ABSENT: Chris Blackburn, Bill Miers, Frank Bering

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

GUESTS: Linda Hill, Anna Maria Ray

The meeting was called to order at 3:15 pm.

MINUTES OF DECEMBER 11, 2001: Jane Fine Foster moved the minutes be approved as written, Wade Haerle seconded; approved unanimously.

HOST REMARKS: Mike Brophy, manager of Two Rivers Convention Center, welcomed the Board and reviewed the recently-completed improvements. The total space is 24,000 square feet, with 21,000 in the main room. The kitchen can prepare 3,000 meals per day. Mike has been very pleased at the level of cooperation he has seen within the community and looks forward to working with the lodging properties to bring business to Grand Junction.

BOARD BUSINESS: City Council will interview Board candidates January 22, with formal appointment expected on February 6. Chris Blackburn will forward his resignation to the City Clerk.

Annual Retreat: A one-day planning session will be held Tuesday, April 9 in lieu of the regular monthly meeting. The Director will check Jasper Welch's availability to serve as facilitator. The Director could also arrange for a focus group of local tourism partners prior to the retreat.

Western Colorado Travel Expo: The expo will be held at Two Rivers Convention Center Thursday, May 9. The Director requested guidance from the Board on how staff should proceed. Larry MacDonald, Kevin Reimer, Jane Fine Foster and Alan Friedman will serve as the planning committee; meetings are scheduled for January 11, 4:00 pm at the Adam's Mark Hotel and January 24, 8:30 am at the VCB.

HILL & COMPANY: Linda Hill announced that the VCB has again received awards in the Hospitality Sales & Marketing Association International annual advertising competition:

Gold – Complete Campaign – “Colorado Wine Country”  
Gold – Bus boards  
Bronze - Ad series

Entries are judged on creative design, objectives and strategies. The “Colorado Wine Country” campaign was submitted to the Denver Advertising Federation; awards in that competition are made in the Spring.

The preliminary ad plan for 2002 was presented and discussed. The 2002 Marketing Plan will be mailed to Board members at the end of January.

Print ads promoting lodging packages for the Olympic Torch Relay event begin the week of January 7. Flags and pom poms for spectators will be distributed at the Visitor Center beginning January 15.

STAFF REPORTS: Building Improvements The conference room project is on track for completion in early February. New carpet will be installed in the Visitor Center and the existing conference room will be converted to staff workspace.

2002 Visitor Guide Staff from the VCB and Hill and Company will attend a press check on January 11. We should receive delivery by the end of the month.

Group Sales Sales calls in the Denver area will be emphasized this year. Staff will present to hotel meeting properties a list of statewide organizations the partners may want to consider joining (e.g., Colorado Society of Association Executives, Society of Government Meeting Planners). Such memberships could present an opportunity to target groups we want to attract.

We have 39 strong leads from Destination Colorado’s December tradeshow in Denver.

Promotions The hotels had good response to the Holiday Shopping Package; results of this promotion will be presented at the February meeting. Bookings are already starting for the Torch Relay package. Banners promoting the February 2 Torch Relay will be hung in the net few days; the ceremony will be at Two Rivers Convention Center plaza/parking area.

Statistics Lodging tax receipts increased 9.1% for the year. The increase in Internet users (30%) mirrors the decline in brochure mailings (32%).

OTHER BUSINESS: The February 12 meeting will be at The Chateau at Two Rivers Winery.

The Tourism Industry Association of Colorado will hold its annual legislative reception at the Denver Adam’s Mark Hotel Monday, January 21. Board members who wish to attend should contact the Director.

The meeting was adjourned at 5:05 pm on motion of Wade Haerle and second of Kevin Reimer.