

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE
BOARD OF DIRECTORS MEETING
MAY 14, 2002

PRESIDING: Peggy Page, Chair

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

MEMBERS ABSENT: Larry MacDonald

STAFF PRESENT: Debbie Kovalik, Irene Carlow

GUESTS: Linda Hill, Anna Maria Ray

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

The Director introduced Kayla Arnesen, Promotions Coordinator, whose 15 years of public relations/media experience will be a great addition to the VCB staff.

HOST REMARKS: Jill Eckardt reported that nearly 750 students were graduated May 12. Mesa State expects a record enrollment of 5,800 student for the Fall 2002 term. The College Center is the campus "living room" for Mesa State students houses the bookstore, lounge, meeting rooms

MINUTES OF MARCH 12, 2002: Michael Somma moved the minutes be approved as written, Linda Smith seconded; approved unanimously.

HILL & COMPANY: Results of the 1st quarter occupancy/average daily rate survey are very positive: occupancy is up 2.6% over last year and the average rate is up \$1.

The meeting planner lure piece is complete; primary distribution will be as a "leave behind" piece when the sales staff makes direct calls or attends trade shows. Approximately 500 will be mailed to selected categories in the sales database.

The new TV commercial was shown. Focus groups over the last 2-3 years have responded well to previous commercials that were all scenery, but participants have commented that they want to know more about activities. The commercial was re-designed in response to those comments and the new spot uses professional actors in a very "fun" setting to bring out the variety of activities visitors will find in Grand Junction.

STAFF REPORTS: Lodging tax revenues were very strong in April; YTD collections are up 6.5% over last year. Internet inquires remain strong (+19%) and the number of calls to our toll-free number are even with last year. Brochure mailings are up 16% over 2001.

Western Colorado Travel Expo: The Director reported that the Expo was very successful. Exact attendance is unknown, but approximately 1,500 – 2,000 people registered for the grand prizes. We received very positive feedback from exhibitors, many of whom ran out of brochures during the evening. The grand prizes were awarded the day after the Expo, and all the winners are residents of Grand Junction.

BOARD BUSINESS: Special Events Wade Haerle reported that paid attendance at the Fruita Fat Tire Festival was up 10% over last year. This year's event was the largest, with 512 participants and 20 exhibitors. The final report is expected within the next few weeks.

Retreat Follow-Up Jasper Welch facilitated a discussion of emerging issues that were identified at the April 9 planning retreat. He will prepare a final report that will include the Board's goals for the next two years, a summary of how the VCB should position itself for the present year and future years, as well as notes and presentation materials from the April 9 retreat.

NEW BUSINESS: The June 11 meeting will be held at Redlands Mesa Golf Club.

The meeting was adjourned at 5:10 pm on motion of Jane Fine Foster and second of Michael Somma.