

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE
BOARD OF DIRECTORS MEETING
SEPTEMBER 9, 2003

PRESIDING: Alan Friedman, Chair

MEMBERS PRESENT: Michael Somma, Lynne Sorlye, Jane Fine Foster, Jill Eckardt, Kevin Reimer, Peggy Page, Steve Meyer, Kay Berry

MEMBERS ABSENT: Linda Smith

STAFF PRESENT: Debbie Kovalik, Irene Carlow, Barbara Bowman, Erin Chapman, Tamara Churchman

The meeting was called to order at 3:00 pm.

MINUTES OF AUGUST 12, 2003: Jill Eckardt moved the minutes be approved as written, Lynne Sorlye seconded, approved unanimously.

BOARD BUSINESS: Special Events The Renaissance Faire, held this past weekend, received good local news coverage. Unfortunately, the weather was not good for the outdoor event. The VCB logo was used on posters promoting the event. Funds have been disbursed to the Kokopelli Adventure Race; the VCB is listed as a sponsor on the event website. Turnout for the Winefest is expected to be very good. Winemakers' dinners have been sold out for some time and there are very few hotel rooms available.

Application packets for 2004 Special Events funds are available; applications must be received at the VCB office by 5:00 pm Tuesday, November 4. Announcement ads will run in the Daily Sentinel on Friday, September 12 and Sunday, 15. A press release/PSA has been sent to all local media and this information is also featured on the homepage of the City's website. A "how-to" workshop will be held at the VCB conference room on Wednesday, September 24 from 5:30 – 6:30. A workshop to review applications will be scheduled at the November meeting.

The Director discussed the "expand-the-tent" program, begun in 1995, which offers Mesa County lodging properties the opportunity to participate in the VCB's marketing programs. Properties outside the City limits who agree to remit 3% of their gross room revenue to the City are included in the Visitor Guide and on the website; receive sales leads; and can display their brochures in the Visitor Center. Current participants include four bed and breakfasts and the Inn at Wildewood (at Powderhorn). It was moved and seconded that a recommendation to continue the program be forwarded to Council; passed unanimously.

Board Terms: Members whose terms expire at the end of 2003 are: Linda Smith, Jane Fine Foster, Steve Meyer and Kevin Reimer. Each will receive a letter from the City Clerk asking them to respond in writing if they would or would not like to be considered for re-appointment. The vacancies will be advertised and Council will select interview candidates from among those seeking re-appointment and new applicants.

November Meeting: The regular monthly meeting for November has been re-scheduled to Tuesday, November 4 to accommodate City office closures for the Veterans' Day Holiday.

Representatives from Hill & Co. were unable to attend. The Director reported that Hill & Co. contracted with a professional photographer to complete a list of five photos that we anticipate will be used in the Visitor Guide and magazine ads. Hill & Co. and the VCB will select five photos from the numerous rolls of film the photographer will use on this assignment. The photo shoot scheduled for this past weekend was cancelled because of bad weather. Photos of the outdoor concert at Grande River Vineyards will be replaced by photos of the Winefest and the Grand Mesa shots will be rescheduled. Others include downtown, hiking and the Monument.

The Walker Field Airport Authority Board has invited the VCB Board to breakfast at 7:30 am Thursday, September 25. Staff will contact the Board a few days prior to confirm attendance.

STAFF REPORTS: The Director presented staff's recommendation for size of the 2004 Visitor Guide and reminded the Board that this will be a complete redesign of the brochure. All the copy will be re-written and the businesses included will be in directory listing format instead of a short paragraph about each one. The winery information was changed to this format in the 2003 Visitor Guide. Staff distributed a draft of the category listings for the Board's review, as well as the existing Visitor Guide Policy. Staff recommended that some information that had not been included in previous Guides be added, in response to visitors' requests. The Board directed that several items be deleted and that additional information be gathered about some businesses before a decision is made.

Lodging tax collections are up for the month. The City division that processes tax collections converted to a new accounting system during the month of August. Staff will monitor the status of the tax receipts and inquire if there were any late postings that may represent August collections.

Tamara Churchman reported on recent promotions, including Back to School, Peach Harvest and the upcoming Holiday Shopping. Hotels will likely be sold out for Winefest weekend and the VCB has developed a "bounce back" \$10 gasoline coupon offer to visitors who could alter their plans and come the last weekend in September. Events that weekend include the Downtown Car Show, Fruita Fall Festival and Color Sunday on the Grand Mesa.

There being no further business, the meeting was adjourned at 5:10 p.m.