

GRAND JUNCTION VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS MEETING
DECEMBER 9, 2003

PRESIDING: Alan Friedman, Chair

MEMBERS PRESENT: Linda Smith, Lynne Sorlye, Kevin Reimer, Jane Fine Foster, Peggy Page, Michael Somma, Jill Eckardt

MEMBERS ABSENT: Steve Meyer, Kay Berry

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

GUESTS: Linda Hill, Anna Maria Arizzi

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

MINUTES OF NOVEMBER 4, 2003: Jill Eckardt moved the minutes be approved as written, Linda Smith seconded, passed unanimously.

BOARD BUSINESS: Special Events 256 runners completed the Rim Rock Run. Registrations were down slightly from last year, but organizers were pleased with the event. The final report of the Kokopelli Adventure Race was received well before the deadline. A total of 27 teams from seven states competed in the 2-day event. Participants in the 2004 race will have the option of registering for either 1 or 2 days.

2004 Special Events Funding Linda Smith presented the funding recommendations and award stipulations that were discussed at the December 4 workshop. During the workshop discussion Board members raised questions about applications that listed the City's Arts Commission as a potential sponsor in addition to the VCB. There was concern that it would not be appropriate for two City entities to award funds to the same event. Staff reported that the Arts Commission begins accepting funding applications in January; recommendations are presented to Council in March. (The Arts Commission review process also considers VCB awards.) With respect to the Grand River Indian Artists Gathering, any potential award from the Arts Commission would not be final until just 60 days before the event. Any award from the VCB would be available sooner and could be used more effectively to advertise the event. The VCB could also provide staff support and web promotions. The consensus of the Board is to award the Grand River Indian Artists Gathering \$3,000.

(Kevin Reimer, Jane Fine Foster and Michael Soma arrived)

Linda Smith moved, Peggy Page seconded, that the following Special Event awards for out of town advertising be recommended to Council:

\$ 2,500	Colorado Mountain Winefest (focus on expanded events)
\$ 2,650	Downtown Car Show
\$ 2,000	Wells Fargo Art & Jazz Festival (based on improvements noted on application)
\$ 5,000	Grand Valley Arts Festival
\$ 600	Rim Rock Run (for Runner's World ad)
\$ 1,500	2 nd Annual Spring Barrel Tasting
\$ 1,500	Holiday Wine & Food Pairing
\$ 1,000	Tour of the Vineyards (co-op [50%] for Rocky Mountain Sports ad)
\$ 3,000	Grand River Indian Artists Gathering
\$ 500	Kokopelli Adventure Race (co-op [50%] for Rocky Mountain Sports ad)
\$ 1,800	Fruita Fat Tire Festival (match funding from City of Fruita)
<u>\$ 400</u>	Rose Hill Rally (co-op [50%] out-of-town advertising expense)
\$22,450	

The motion was passed unanimously.

Michael Somma moved that award letters to the recipients state the stipulations placed on the funding and reiterate the Policy Requirement #3 that changes in dates, times and/or nature of the funded special event may result in forfeiture of all funding. Linda Smith seconded, passed unanimously.

Election of Officers: The Chair stated that three members have expressed interest in service as 2004 Vice Chair: Jane Fine Foster, Jill Eckardt and Lynne Sorlye. Jill Eckardt withdrew her name from consideration; there were no nominations from the floor. After statements from the candidates, Jane Fine Foster was elected Vice Chair for 2004. By acclamation, Linda Smith was named 2004 Chair.

Board Vacancies: The Mayor responded to a letter from the Chair regarding meeting attendance as a criterion in making board appointments. The Mayor's letter stated that the issue of attendance is inappropriate for Council to consider or enforce; rather, it should be addressed in by-laws adopted by the Board as previously suggested by Council. In advance of this meeting, members received a previous draft of by-laws patterned after other City boards/commissions as well as a draft job description similar to those used by other CVBs. The Board discussed mid-year vacancies resulting from resignations and the possibility of asking if Council would consider naming an alternate at the conclusion of the upcoming interviews. The incoming Chair will contact the Mayor regarding a possible alternate appointment. Jill Eckardt suggested a committee review the draft bylaws and make recommendations to be discussed at the 2004 retreat.

HILL & CO.: The online conversion study is underway and runs through the end of the year. The response rate is 12% thus far. A written report should be completed by the end of January. The lodging module upgrade is nearly complete, as is the 2004 media plan. The agency is attempting to collect and isolate monthly occupancy/ADR figures to assist the VCB with shorter-term planning. October occupancy was even with 2002 at 61.3%, but the average rate dropped from \$63 to \$59. State-wide occupancy and rate figures will be presented at the January

meeting. The Board was reminded that 2002 was a very strong year for Grand Junction while the rest of the state suffered with dramatic declines.

STAFF REPORTS: Lodging tax receipts increased 5% in November; YTD is down 1.7%. Budget revisions made in August projected a 5% decline for the year, but October and November have been stronger than anticipated.

Promotions: The revised “Specials & Packages” section of our website, which includes the Holiday Shopping and Powderhorn packages, was launched in early November. Results of the Holiday Wine & Food Pairing event are expected to be available at the January meeting. The VCB promoted this event on the website as well as in regional media.

Group Sales: Earlier this month, Skywest celebrated its 20th anniversary of service to Walker Field Airport. Staff has invited Alison Gemmell, our Skywest representative, to the January meeting to update the Board on Skywest’s plans. Staff attended the Destination Colorado meeting planner reception in Denver December 2. Over 300 local meeting planners were invited and attendance was very strong. Sales leads issued through the end of November bring us to 98% of goal.

Visitor Center: Staff is working on new photos/exhibits for the Visitor Center; some of the existing photos will be displayed at Walker Field. Expected completion of this project is mid-February.

The Board was asked for final recommendations on the 2004 Visitor Guide directory listings which were distributed in advance of this meeting. Minor corrections were made and staff was directed to proceed. The cover of the 2004 Visitor Guide was displayed and was well received.

OTHER BUSINESS: Alan Friedman expressed his thanks to the Board and staff for their support during his year as service as Chair. Linda Smith presented Alan with a plaque in appreciation of his leadership and all his efforts on behalf of the VCB

Future meeting locations:

January 13	Enstrom Candies
February 10	Hampton Inn
March 9	Redlands Mesa Golf Club

There being no further business, the meeting was adjourned at 4:37 pm.