

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE
BOARD OF DIRECTORS MEETING
MARCH 9, 2004

PRESIDING: Linda Smith, Chair

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

MEMBERS ABSENT: Alan Friedman, Kay Berry

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

The meeting was called to order at 3:07 pm.

MINUTES OF FEBRUARY 10, 2004: Michael Somma moved the minutes be approved as written, Jane Fine Foster seconded; approved unanimously.

HOST REMARKS: Michael Somma reported that Redlands Mesa has received another award: *Golf Week* recognized Redlands Mesa as the #1 Public Access Course in Colorado. Michael introduced Ron Austin, partner in Redlands Mesa. Ron is pleased with the relationship that the VCB and Redlands Mesa have developed and looks forward to continuing to work together on golf promotions.

BOARD BUSINESS: Annual Retreat – The Chair, Vice Chair and Director will meet in the next week to review goals set at the 2003 retreat and identify emerging issues for the coming year. Board members will forward discussion topics to the Chair and/or Director.

Peggy Page moved that the April regular monthly meeting be canceled; Jill Eckardt seconded, passed unanimously.

Special Events – The Fruita Fat Tire Festival is on track. Brochures and registration forms were sent to the organizer's database in mid-March and a broadcast email will be sent soon. Spring Barrel Tasting ticket sales are going well. The Rose Hill Rally will use VCB funds to distribute posters and brochures in the Denver area. Art & Jazz Festival organizers will meet March 11. Entertainment will be totally jazz, no blues, and beer and wine will be served. The Grand Valley Arts Festival (scheduled for October) has been cancelled. A low number of responses have been received from artists and the Art Center director, who had experience in organizing this type of event, resigned. The Art Center board felt that a quality event could not be staged for this year.

The Grand River Indian Artists Gathering was cancelled because of low response from artists. It appears that artists are devoting their time to well-known, long-standing events with large

advertising budgets. It was suggested that the arts groups consider combining forces and efforts to stage a larger event that could draw from a broader clientele. The Board will discuss this in more depth at another meeting. Cancellation of the two events leaves a balance of \$10,550 in the Special Events account.

HILL & CO.: Creative for the Denver billboards was displayed; the Board preferred “Vacation in Good Taste”, “Much Closer than Napa” and “Reds, Whites & Greens”. These billboards will be up in May-June-July and will be located on commuter routes visible to traffic going in and out of downtown Denver. They will be up at the same time that other Denver media is running.

The Visitor Guide is at the printer, with delivery scheduled by the 20th of this month. The rack card, which will be used for reader service fulfillment and other types of distribution, is in process.

Website Audit The top three recommendations identified are:

1. Complete re-design of the site with updated architecture; move key motivators to the forefront; more content management be given to the VCB for packages and booking systems;
2. Develop Customer Relation Management (CRM);
3. Online marketing push; co-op with affiliates; communicate more via email.

Affinity links are also important and we will work with the VCB’s partners on identifying which links would complement our other efforts.

STAFF REPORTS: Promotions – Tamara Churchman reported that the Spring Blossoms Wine Train promotion is on our website and the CD104.3 radio ads will start soon. We will capture sound bites from participants that will be aired on CD104.3.

The Denver Golf Expo was very successful with over 8,000 attendees. The VCB captured over 600 email addresses.

The “Give Us Your Best Shot” golf promotion/photo contest will run on AM950 The Fan from May through August. Listeners will send in a photo taken on a golf course; winners selected by the radio station will receive 2 nights lodging and 18 holes (for two) at both Redlands Mesa and Tiara Rado. A live remote will be broadcast from Redlands Mesa to kick off the promotion.

Group Sales – Barb Bowman and 6 of our partners will attend Meetings Industry Council in Denver March 16-17. Reception invitations were issued to 600+ meeting planners, tour operators and media. Our goal is to host two meeting planner fams this year. Michael Somma stated that it is critical we continue to have a presence in Denver and keep our name in front of the market. Barb stated that we will continue to do a Denver reception. Also, hotels can do a fam with/for a prospective client; all fams don’t have to be large groups led by the VCB.

Hospitality Training – Layne Whyman reported that three sessions (on three different days) will be held at City Hall. May 12 is the kick-off, with a press conference, bed-making contest and waiters’ race. The first training session will be at City Hall at 11:00 am.

Convention Servicing – Grand Junction was selected as one of three sites for the Colorado Horse Expo in October. Denver is the main location and Durango is the third site.

The being no further business, the meeting was adjourned at 5:00 pm.