

GRAND JUNCTION VISITOR & CONVENTION BUREAU  
MINUTES OF THE  
BOARD OF DIRECTORS MEETING  
AUGUST 9, 2005

PRESIDING: Jane Fine Foster, Chair

MEMBERS PRESENT: Lynne Sorlye, Eric Feely, Brunella Gualerzi, Steve Meyer, Kevin Reimer

ABSENT: Steve Bailey, Linda Smith

STAFF PRESENT: Debbie Kovalik, Erin Chapman, Barbara Bowman, Tamara Vlieg, Vivian Brodine

GUESTS: Charlie Novinskie, Linda Hill, Dick McElroy, Duane Phelps, Jo Booker, Lou Morton

VOLUNTEER RECOGNITION: The Chair acknowledged Dick McElroy and Duane Phelps for 1,000 hours of volunteering to the VCB and Lou Morton for 2,000 hours. The Board thanked them for their service and commitment.

MINUTES OF JULY 12, 2005: Eric Feely moved the minutes be approved, Brunella Gualerzi seconded, approved unanimously.

BUDGET: The Director went over the highlights of the budget for 2006-2007, which are:

- \*Building update/additions – this capital improvement project has been requested and will be reviewed along with all other major City projects
- \*Advertising and marketing
- \*\$20,000 Denver Contract Sales Person
- \*SGMP for 2006
- \*CSAE for 2006
- \*Computer for intern
- \*Mountain Travel Symposium

Kevin Reimer moved that the 2006/2007 budget be accepted, Lynne Sorlye seconded; approved unanimously.

VISITOR GUIDE/WEBSITE POLICY DISCUSSION: VCB staff and Eric Feely, Lynn Sorlye, and Jane Fine Foster met to discuss 4 inquiries regarding the visitor guide and/or website:

1. Colorado Wine Room in Fruita – not yet producing wine with their own label
2. Jurassic Tours – business is in Hotchkiss, but tours originate out of Grand Junction

3. Potential expansion into Grand Junction of a winery currently in another county
4. Billiard Room

Eric Feely read the current policy. The committee suggested that the current policy remain in place in regard to all 4 of the inquiries:

Colorado Wine Room – limited winery license will be the deciding factor. In next year's visitor guide the new header will be "Winery/Tasting Room"

Jurassic Tours – company would need to be located in Mesa County

Winery Expansion in Grand Junction – winery would need to be fully operational to be placed in visitor guide (can be added to website during the year)

Billiard Room – would be classified as a bowling alley or movie theater, which are not included in the visitor guide or website

If the Grand Junction billiard room would like to provide the Visitor Center with brochures, they will be displayed in the Visitor Center. Staff will respond to these inquiries informing them that the Board re-visited visitor guide/website policy and re-affirmed that the policy will remain intact.

**SPECIAL EVENTS:** Art & Jazz Festival: Kevin Reimer met Harold Stalf and Leigh Ashman of the Downtown Partnership regarding the Art & Jazz Festival. Kevin Reimer reported that the Festival went well but the weather was cold on Saturday and it was estimated that attendance was down about 1/3. Two hundred surveys were completed: 56 were from out of town (7 out of state) and 37 came just for the event (a full report will be sent to the VCB). The event organizers are considering moving the Festival to May or September, as there is stiff competition in regards to art events on the Front Range and it affects attendance and the availability of entertainers.

Air Show: Lynne Soryle reported that the Air Show Board sent the Special Events funding check back to the VCB, as it was difficult for them to meet the requirements of the Special Event policy (linking to the VCB website-they felt individuals would be able to find our link through the City's website). The Air Show Board was disappointed because they only received \$2,000 when they requested \$15,000. Debbie Kovalik spoke with Mike Anton and asked to attend a future Air Show Board meeting to ensure that the positive relationship between the VCB and Air Show was not at risk because of this occurrence. Staff will put together a packet which will include the assistance that was given them, i.e. ads on the Front Range, lodging availability surveys, Air Show package on website. The Air Show will still allow the VCB to perform a survey on Saturday morning.

Grand Valley Bicycle Ride: Steve Meyer reported that he received a call from Chris Schnittker in response to the letter the VCB sent him. Chris is not going to hand the

event over to someone else and has obtained a letter of partnership with Gateway Resort for \$5,000.

Downtown Car Show: No report due to Linda Smith's absence.

Promotions and Marketing: Tamara Vliek reported on the current promotions: Air Show, Peach Promo, Back to School. Tamara informed the Board that this is the first time we had 3 promotions running concurrently and it appears that the Back to School promo is weaker than in the past years.

Debbie Kovalik and Wayne Smith from UTEC traveled to Denver for interviews with TV Channels 7 and 9 regarding peaches. In conjunction with the peach harvest, a press release and basket of peaches are being sent to media this week; Alida's Fruit and Talbott's donated fruit for both media events. Harry Talbot informed the Director that the peaches are not ripening at the typical speed, which affects the growers with respect to their grocery store contracts and their migrant workforce. The VCB may consider running additional ads when the crop is ready.

Tamara reported that Travel Hero is up 400%. The VCB staff will continue to encourage participation by those lodging properties currently not signed up on Travel Hero.

Both the Director and Layne Whyman reported on the Triple Crown World Series that was held here the 4<sup>th</sup> week of July. The Triple Crown organization was a delight to work with, was organized and the event ran very smoothly. There were 32 out of town teams, 7 more than originally thought, and the organizers are hoping for 40 teams next year. Night games may be added in 2006.

Linda Hill of Hill and Company reported:

\*The billboard along I-70 has been extended for ½ price through September 2005

\*The Grand Junction Wine Train was featured in an article in AAA's Encompass magazine in the September issue. Personalized wine gift sets have been ordered for the Conference Direct dinner that will take place August 24<sup>th</sup> in Denver and personalized stationery and a gift certificate have been designed.

\*Hill and Company worked with the Downtown Development Association (DDA) with their media buy and gave the DDA their net price.

\*Visitor guide requests: Downloads are down possibly because individuals are finding what they need more efficiently. Technology is available that allows the individual to choose a page and then make their own visitor guide.

\*Currently working on website opt-in registration (this will be included in their agency presentation).

\*Travel Hero: “Look to Book” – come into the site, look for lodging and then book (the average is 2% and ours is slightly higher).

The Director presented copies of the ads that PRACO released to the CTO earlier that day at their Board meeting that was held in Grand Junction. Three of the ads featured photos of the Grand Junction area.

Several VCB staff members will be attending the Governor’s Conference on Tourism. The Director asked if any of the Board members would like to attend and Jane Fine Foster, Kevin Reimer and Brunella Gualerzi will check and get back to her.

Following the September board meeting at the Chateau at Two Rivers Winery will be the Volunteer Banquet, which all Board members are invited to attend.

Charlie Novinski reported what was new at Walker Field and he indicated right now they were focusing on the Air Show this weekend.

The Director and Barb Bowman attended the International Association of Convention & Visitor Bureau’s (IACVB) annual convention in early August and many of their constituents were quite impressed that the internet and general advertising contracts were separated in the Request for Proposal (RFP). Also at the IACVB conference, staff purchased a new lead generation program, CVB Hotrates.com. Those CVB’s in the program input their leads into the database, to be accessed by all in the program.

Sales: Barb Bowman informed the Board that the VCB was hosting a French tour operator this weekend. The potential tour will include Grand Junction and Brown’s Park northwest of the Meeker area.

The market product survey from the state’s international representatives will be unveiled at the Governor’s Conference on Tourism in September. Grand Junction was behind only Denver and Colorado Springs for interest from the United Kingdom market.

There being no further business, the meeting was adjourned at 4:58 pm.