

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE
BOARD OF DIRECTORS MEETING
December 13, 2005

PRESIDING: Jane Fine Foster, Chair

MEMBERS PRESENT: Lynne Sorlye, Kevin Reimer, Deb Hoefler, Steve Bailey, Eric Feely, Steve Meyer

ABSENT: Brunella Gualerzi, Linda Smith

STAFF PRESENT: Debbie Kovalik, Layne Whyman, Erin Chapman, Barbara Bowman, Tamara Vlieg, Sarah Griffith, Irene Carlow

GUESTS: Bill Hill, Denise Henning, Linda Hill, Anna Maria Arizzi, Aleta Davy

The meeting was called to order at 3:08 pm.

MINUTES OF NOVEMBER 8, 2005: Steve Bailey moved the minutes be approved as written, Eric Feely seconded, passed unanimously.

The Chair introduced Denise Henning and Bill Hill, who were appointed to the VCB Board effective January 1, 2006.

BOARD BUSINESS: Elections of 2006 Officers: The Chair submitted the slate of Lynne Sorlye and Eric Feely as Chair and Vice Chair, respectively, for 2006; there were no nominations from the floor. Deb Hoefler moved to accept the 2006 Officers slate as presented, Steve Bailey seconded, approved unanimously.

The 2006 meeting schedule was distributed with a correction noted: the August meeting date will be the 8th, not the 15th.

Special Events: The policy review committee will meet Monday, December 19.

PROMOTIONS: Holiday Shopping Lodging properties reported 130 packages sold through December 6. Staff met with Miles Media regarding the first five articles that will be posted on the website. The migration plan (from Hill & Co. to Miles Media) is in process and testing will begin this week.

HILL & CO.: Linda Hill reported that additional data is still needed from two properties for the Overnight Visitor Study to be able to make valid comparisons with the previous study. Thus far 1,531 surveys have been sent to guests with 324 responses. The Online Conversion Study is in progress; over 315 responses have been received to date.

Contracts have been signed for 2006 billboard locations in Denver and Colorado Springs.

2006 Visitor Guide: Anna Maria Arizzi distributed 4 new cover designs, discussed the creative and how each design addressed the Board's previous comments and direction. After lengthy discussion, a cover was selected and additional direction provided to reach a final design.

STAFF REPORTS: Lodging tax collections continue to be very strong with a YTD increase of 17%. Internet statistical reporting will change when Miles Media begins managing the website in January.

Sales: A religious group convention has been confirmed for 2009; attendance is expected to be approximately 850, utilizing 375 rooms per night for 4 nights. We will submit a bid for the 2013 conference of the Colorado Government Finance Officers' Association. Barb Bowman and Erin Chapman attended the National Tour Association conference in Detroit. Barb Bowman, Iren Carlow and Alicia Flynn (Doubletree Hotel) attended Destination Colorado in Denver. The post-season wrap-up meeting was well attended and very positive, with nearly everyone reporting that business was strong in 2005.

Six applications were received for the Denver contract sales position.

OTHER BUSINESS: The Director reported that the Air Service Coalition conference was very worthwhile. The Grand Junction delegation (the VCB Director, Diane Schwenke and Charlie Novinskie) met with Skywest, America West, Mesa Airlines, USAir/America West and United Airlines. Skywest will begin flying three regional jets per day from Salt Lake City to Walker Field. This will represent a loss of 90 seats per day as the number of daily flights decreases from five to three. Skywest is eliminating its last bank of flights in Salt Lake City, with no flight available after 8:30 pm.

Building Addition: Staff reviewed preliminary drawings for the addition; the architect will present revisions based on staff input.

Horizon Drive Improvements: The Public Works Department and CDOT will present proposed landscape designs for the Horizon Drive interchange at an open house at the Visitor Center December 14 from 5:00 – 7:00 pm.

Board Recognition: The Chair presented an appreciation plaque to Steve Bailey, whose Board term expires December 31. Lynne Sorlye presented an appreciation plaque to Jane Fine Foster for her leadership of the Board during a very busy and successful year.

There being no further business, the meeting was adjourned on motion of Steve Bailey and second of Lynne Sorlye.