

GRAND JUNCTION VISITOR & CONVENTION BUREAU  
MINUTES OF THE  
BOARD OF DIRECTORS MEETING  
JUNE 14, 2005

PRESIDING: Lynne Sorlye, Vice Chair

MEMBERS PRESENT: Jill Eckardt, Eric Feely, Steve Bailey, Brunella Gualerzi, Steve Meyer

MEMBERS ABSENT: Jane Fine Foster, Linda Smith, Kevin Reimer

STAFF PRESENT: Debbie Kovalik, Irene Carlow, Layne Whyman, Tamara Vliek, Erin Chapman, Barb Bowman

GUESTS: Anna Maria Arizzi, Linda Hill, Deb Hoefler

The meeting was called to order at 3:02 pm.

MINUTES OF MAY 10, 2005: Jill Eckardt noted a typographical error in the last sentence: change "The" to "There". Eric Feely moved the minutes be approved as corrected, Steve Bailey seconded, approved unanimously.

HOST REMARKS: Deb Hoefler, Assistant Director of the College Center, welcomed the Board to Mesa State. The College Center was originally constructed in 1961 and was expanded to the current 54,100 sq feet in 1981. It was built to accommodate a student population of 2,000 but currently serves 6,200 students. The entire campus community uses the facility and 20 students per year are hired to work in the Center, which is funded 35% through student fees and the balance through facility rentals, game rooms sales, etc.

BOARD BUSINESS: The Vice Chair recognized Jill Eckardt for her service to the VCB and the community and extended the Board's best wishes to Jill in her new position at Florida Atlantic University.

Ride the Rockies: Barb Bowman reported that the downtown restaurants have been very accommodating in planning for this event. Communication from the VCB has included individual letters to each downtown restaurant; an "alert" sent to all city restaurants; press releases; memo to downtown businesses. Barbara recognized Layne Whyman for the excellent job she has done in organizing and coordinating the community events and activities.

Special Events: The Fruita Fat Tire Festival had 164 paid participants and sold 552 room nights (120 room nights were at Fruita properties). The organizer provided all information required by the Board. The Art & Jazz Festival is considering changing the date to the second weekend in September 2006. Organizers are having difficulty attracting artists because the June dates conflict with other, larger festivals. Air Show planning is on schedule; tickets can be purchased online ([www.gjairshow.com](http://www.gjairshow.com)) and the site has a full event schedule. Lynne Sorlye reported that Air Show

organizers proposed using Special Events funds to promote the website; Lynne will discuss this further with the organizers. The Air Show does not have volunteers who can conduct attendee surveys as required but will provide a table for surveyors. Lynne Sorlye, Debbie Kovalik, Barb Bowman and some VCB volunteers will do the surveys. The Air Show will provide a prize drawing for those who fill out the forms, possibly tickets to the next show in Grand Junction. Grand Valley Bicycle Classic organizers have not been in contact with Steve Meyer regarding \$3,000 matching funds the event was to raise from other sources. The VCB award is contingent upon receiving that match.

Advertising RFP: Seven firms attended a pre-bid conference June 1. The Purchasing Division will post the questions and responses on the government bid site so that all interested parties have access to the information. Statements of Qualification are due June 20; the review committee will meet June 27; selected agencies will make presentations August 15.

Leads Distribution Policy: The proposed policy was discussed at the May Board meeting. The policy was reviewed and approved by the City Attorney and distributed to the Board prior to this meeting. Jill Eckardt moved the policy be approved as written, Steve Meyer seconded, approved unanimously.

HILL & CO.: Linda Hill reported that 1<sup>st</sup> quarter ADR/Occupancy data has not been received from some properties; the 1<sup>st</sup> quarter report will be compiled and distributed when all information is obtained. The Overnight Visitor Study is in process but two hotels that had committed to participating have not provided necessary information. The Director noted that the lack of current data can impact a developer's decision to enter this market. The lack of 2005 data will also make it difficult for staff to project lodging tax revenues for the biennial budget process.

Anna Maria Arizzi reported on the summer campaign:

- 2-page insert in the regional edition of *Gourmet*
- Newspaper ads featuring Amtrak packages and golf
- Billboards
- Upcoming ads will feature the Air Show and the Palisade Peach Festival

Website inquires are up 47% versus the same period in 2004. Forrester Research reports that \$64 billion in leisure travel is expected to be booked online in 2005; that represents 40% of all leisure travel bookings.

Retreat follow-up: The Director presented and discussed the results of staff's program review.

2006-2007 Budget: The Director reviewed the City's biennial budget process and discussed in detail the 10-year financial projections and the long-range impact of major capital projects as well as staff additions.

OTHER BUSINESS: A letter was received from Glenn Foster, owner of The Colorado Wine Room, requesting that his business be included on the VCB's website as well as in the next edition of the Official Visitor Guide. The Director has also received information from a Delta County winery

that they have purchased vineyards in Mesa County, will build a facility here in the near future and wish to be included in the VCB's publications and website. The Director advised both parties that these requests will be brought to the Board but that a decision would not be reached at today's meeting. Staff requested direction from the Board regarding listings in the Visitor Guide and on the website. Board discussion items included:

- Visitors' expectations and experience
- How these requests relate to the city ordinance regarding tastings in liquor stores
- What is a visitor attraction versus a liquor store

The consensus of the Board is to appoint a committee to gather information on how other destinations have addressed this issue as well as winery "types", liquor licenses, etc. The committee will attempt to meet before the July 12 Board meeting. The committee will be tasked with conducting due diligence and formulating a policy to present to the Board at a later date. Committee members are: Jane Fine Foster, Lynne Sorlye, Eric Feely, and Debbie Kovalik.

**PROMOTIONS:** The Grand Junction portion of the Colorado Wine Industry Development Board's media fam was very successful. Il Bistro Italiano catered lunch at Grande River Vineyards; dinner was held at Rendez-Vous. June 27 we will host a media fam sponsored by the Colorado Tourism Office. This will be the CTO's first state-wide media fam in 10 years.

**OTHER BUSINESS:** The vacancy created by Jill Eckardt's resignation has been advertised; applications are due at the City Clerk's office June 30.

There being no further business, the meeting was adjourned at 5:15 pm.