

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE
BOARD OF DIRECTORS MEETING
JULY 12, 2005

PRESIDING: Jane Fine Foster, Chair

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

MEMBERS ABSENT: Linda Smith, Kevin Reimer

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

GUESTS: Les Turner, Donna DeVries, Julie Hendricks, Ron Watkins, Anna Maria Arizzi, Linda Hill

The meeting was called to order at 3:12 pm.

VOLUNTEER RECOGNITION: Vivian Brodine introduced Donna DeVries, who has worked 1,000 hours at the Visitor Center since joining the volunteer staff in 1997; and Les Turner, who began his volunteer service prior to 1992 and has contributed 2,000 hours to the Visitor Center. The Board thanked them for their service to the VCB and the community.

MINUTES OF JUNE 14, 2005: Steve Bailey moved the minutes be approved, Brunella Gualerzi seconded, approved unanimously.

BOARD BUSINESS: Ron Watkins, City Purchasing Manager, gave an overview of the RFQ/RFP. This process results in receiving the best value when contracting for professional services because criteria are developed that are unique to the needed service (legal, EMS). This is an accepted practice, both nationally and internationally, and has been used very successfully by the City of Grand Junction. Julie Hendricks, the Buyer who is coordinating this project, updated the Board on activities to date:

- Six firms submitted proposals for advertising services
- Seven firms submitted proposals for website services
- Each submittal was evaluated on a set of criteria that included:
 - Responsiveness to the requirements stated in the RFQ
 - Qualifications of the agency and the staff
 - Experience of the agency and staff
 - Financial and organizational stability
 - Creativity
 - Technical capabilities
- Three agencies responded that they did not submit because of existing client commitments or the timing of this RFQ/RFP.

Julie reminded the Board that Statements of Qualifications submitted under this RFQ/RFP remain confidential until the entire process is completed. Based upon the review committee's evaluation of all the proposals, the Purchasing Division recommends the following firms be invited to make presentations:

Website

Hill & Company
Miles Media Group
usdm.net

Advertising

Cohn Marketing Group
Hill & Company
Ryan Whitney & Co.

Lynne Sorlye moved that the Board accept the Purchasing Division's recommendations, Brunella Gualerzi seconded; approved unanimously.

Julie Hendricks will notify the proposers of the Board's decision. The evaluation committee will meet at the VCB Monday, July 18 at 4:00 pm to finalize comments regarding the specific areas that the selected firms should address in their respective presentations.

Ride the Rockies: Layne Whyman presented the final report on Ride the Rockies. All aspects of the event went very well and we should receive feedback from the Denver Post and riders by the end of this month. Staff time totaled approximately 500-600 hours, not including volunteers. The Downtown Partnership and downtown restaurants were very helpful and the Parks & Recreation Department staff was invaluable in making this event successful. This was truly a City-wide team effort.

Special Events: Air Show Lynne Sorlye reported that tickets can be purchased online as well as at Wells Fargo and Alpine Bank. Organizers have been rather vague about how they intend to spend Special Events money; Lynne will continue to talk with event representatives to get more specifics. Air Show organizers have been advised that their website must have a link to the VCB site; the site currently has the City's logo, which does not fulfill Special Event funding requirements. The Director will contact Mike Anton regarding the items Lynne discussed.

Grand Valley Bicycle Classic Steve Meyer reported his difficulty reaching organizers of this event; staff has received no communication for several months and we have no information about the event. Chris Schnittker, who assumed responsibility for the event in February, stated that he doesn't have time to devote to the event and that Gateway Canyons may want to take over. Special Events funding (\$3,000) was contingent on the event providing documentation of matching cash sponsorship; that documentation has not been received. Eric Feely moved that direct funding be withheld unless proof of matching sponsorship is received, otherwise the VCB could promote the event as a part of our normal marketing efforts; Steve Bailey seconded, passed unanimously.

BUDGET: The Director reviewed the proposed budget and 10-year plan. The Board will meet in workshop session from 2:00 -3:00 pm Tuesday, August 9, immediately before the regular monthly meeting.

PROMOTIONS: Seven journalists were hosted as part of the Colorado Tourism Office media fam. Lodging promotions that will begin running soon are Back to School, Peach Harvest and Air Show; print ads could accommodate 12 properties but only 8 responded. The Denver peach promotion will include radio interviews and TV appearances.

HILL & CO.: Billboards are up in Denver and Colorado Springs; Denver Post travel section ads feature Amtrak packages, the Colorado Springs Gazette ads feature golf. Internet site visits are up substantially; the average session length has increased to nearly 14 minutes. Two properties have still not provided ADR/Occupancy data.

The Director reported on an additional research opportunity in cooperation with the Colorado Wine Industry Development Board (CWIDB). Colorado State University will contract with the CWIDB to study the economic impact of the wine industry in Colorado. The Director has talked with the CSU project coordinator about isolating Mesa County information as part of that study. That report would define employment, gross revenue, taxable revenue and property tax; the cost would be approximately \$3,700. By consensus, the Board approved this research project at the estimated cost of \$3,700. The Director noted that an online conversion study is planned before year-end.

STAFF REPORTS: The VCB purchased new street banners that are reversible; we currently have 12-14 that will feature various themes such as peaches, wine, biking and golf.

Sales: The “lost business” category on the monthly report is reflective of the increased number of follow-up calls that are unsuccessful either because the prospective client has not responded to numerous messages or staff is unable to find a current phone number for the client.

Staff displayed a German newspaper article about the wild horse range; the article resulted from a fam in 2004.

OTHER BUSINESS: The Chair, Vice Chair and Eric Feely will meet with staff July 27 at 4:00 to discuss proposed policy regarding inclusion on the VCB website and in the Official Visitor Guide.

There being no further business, the meeting was adjourned at 5:05 pm.