

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE
BOARD OF DIRECTORS MEETING
JUNE 13, 2006

PRESIDING: Lynne Sorlye, Chair

MEMBERS PRESENT: Deb Hoefler, Bill Hill, Steve Meyer, Denise Henning, Eric Feely, Brunella Gualerzi

ABSENT: Kevin Reimer, Jane Fine Foster

STAFF PRESENT: Debbie Kovalik, Barbara Bowman, Irene Carlow, Erin Chapman, Jennifer Grossheim-Harris, Layne Whyman, Nora Welch

The meeting was called to order at 3:05 pm.

MINUTES OF APRIL 11, 2006: Deb Hoefler moved the minutes be approved as written, Eric Feely seconded, passed unanimously.

HOST REMARKS: Deb Hoefler updated the Board on construction projects at Mesa State. The new residence hall will have 288 beds and will be ready for students arriving in August; this additional housing will bring the total on-campus students to 1,000. The hall is configured in 8-bed suites with two double rooms and 4 singles; phone, cable and data hook-ups are in each bedroom as well as the living area. The Campbell Center is undergoing renovations as well; the dining hall has been expanded to accommodate an additional 288 on-campus students by taking over two of the existing meeting rooms. Groundbreaking for an academic building is planned in early 2007 and construction of a parking structure may occur in the future.

STAFF UPDATES: The Director reported that drawings for the building remodel are in process and the overall project is on schedule and we expect to go out to bid in August. Local construction costs continue to escalate as evidenced by bids received for various City projects as well as the Horizon Drive/I-70 improvements.

A contract for Horizon Drive entrance improvements has been approved and work is expected to begin within the next two weeks. I-70 ramps will *not* be closed during this project. Curb, gutter and sidewalk will be installed part way up Visitors Way toward the Visitor Center. The street under the viaduct will be more pedestrian friendly with improved lighting and a tiled mural of the Bookcliffs.

Council meets annually with each of the City's advisory boards and has requested that the VCB Board suggest several optional dates for Council to consider. A breakfast meeting from 7:30 - 9:00 am is suggested. Staff is directed to forward the following dates to Council: August 29, 30 or 31; September 12, 13 or 14.

BOARD DISCUSSION ITEMS: Special Events Policy Eric Feely asked if there were any questions or changes to the draft Policy previously distributed. Bill Hill addressed the

application submittal timelines (not less than 120 days before an event); is that too far in advance and how would applications be handled if received on shorter notice? The committee felt the 120 day minimum was reasonable, considering the lead time needed to appropriately market an event. It was noted that the application form is not written into the Policy and can be revised by the Board. Eric Feely moved that the revised Special Events Policy be recommended to Council for approval, Brunella Gualerzi seconded, passed unanimously. Staff will schedule this as an agenda item at a September Council meeting. The Board may wish to make this a discussion topic at the breakfast meeting with Council.

Retreat Follow-up The Chair asked if everyone had reviewed the summary notes prepared by Jasper Welch. Two main themes are apparent from the break-out discussion groups: Role of the Board and Communication.

Role of the Board The Chair discussed some of the major topics and issues the Board has historically addressed:

- Special Events funding – Board-initiated and implemented
- Visitor Guide policy – will be reviewed again later this year
- Agency contract review – within the City’s RFP process
- Budget recommendations – major capital projects and discretionary marketing funds
- Suggestions, input and comments on marketing initiatives
 - Branding and overall creative direction
 - Visitor Guide re-design

The general discussion included a broad range of board responsibilities and attendance was again identified as an important issue. It is frustrating not to have all members active in the work of the board and participating in discussions and decisions. This is a volunteer board and all members are giving of their time but it may be beneficial to have the ability to ask someone to step down if they are habitually absent from the meetings. The board has the option of adopting by-laws that would specify an attendance policy. The consensus is to develop an attendance guideline that will be effective in 2007 and present it to Council in November 2006 before board candidates will be interviewed. For the balance of 2006, the Chair should deal with this on a case-by-case basis.

The VCB Board conducts the public’s business and members represent the community interest through their input, ideas and discussion. Members should stay current with our market, revenue trends and monthly statistics so they can make well-informed decisions and be ambassadors to the community.

Communication The Chair asked that the Board better define what types of communication should be addressed, e.g., between the Board and staff, among the members, monthly meeting format, etc. Forming committees to address specific issues can result in greater communication and discussion between the Board and staff, such as the Special Events committee did. Staff has a wealth of information and it is important for the Board to draw on their experience. Members want to know what they can do for the staff and suggested staff could ask for more assistance by letting the Board know what events/functions are important to attend.

Monthly meetings would be more productive if the greater part of the agenda were devoted to in-depth discussion rather than staff and agency presentations. Once each quarter an agenda will include presentations by Hill & Company and Miles Media representatives.

Community relations/outreach is an important topic for the Board to address. Perhaps the creative and marketing history presentation that Hill & Company gave at the 2005 retreat could be presented to Council. The VCB might host an open house to display the history to the community.

The general feeling is that local residents are not aware of the VCB's services to the community. The VCB's mission has been to market outside the area to get visitors to travel here. After 16 years of aggressive, well-designed marketing campaigns, we are in a new era: nearly 3,000 rooms; very high occupancy rates; and Grand Junction is a desirable place to visit. Now, what can the VCB do that is meaningful to the community? Staff will provide the Board with a list of local activities and organizational involvement so the Board can discuss the level and type of local involvement as well as resource expenditures.

It was agreed that two committees will be formed initially: Public Awareness and Board Job Description/Recruiting. The Chair will talk with members individually about their interest in serving on a committee.

There being no further business, the meeting was adjourned at 5:15 pm on motion of Eric Feely and second of Deb Hoefler.