

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE
BOARD OF DIRECTORS MEETING
AUGUST 8, 2006

PRESIDING: Lynne Sorlye, Chair

MEMBERS PRESENT: Deb Hoefler, Bill Hill, Steve Meyer, Eric Feely, Brunella Gualerzi, Kevin Reimer, Jane Foster

MEMBERS ABSENT: Denise Henning

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

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

MINUTES OF JULY 8, 2006: Deb Hoefler moved the minutes be approved as written, Eric Feely seconded, passed unanimously.

HOST REMARKS: Eric Feely welcomed the Board to the Club Level, which is reserved for members' use, and includes a dining room, locker rooms, fitness room, pool and snack bar. Red Canyon Grille has experienced a successful year and is well ahead of 2005. New this year is the Thursday Afternoon Club which features live music on the deck with drink and appetizer specials.

STAFF UPDATES: Building Remodel Debbie Kovalik recapped the meetings with the design team. The biggest challenge in this project is the lack of access above the ceiling in the existing building. Original construction was residential style, rather than commercial, and there is no attic workspace around the perimeter walls; consequently, the phone/data wiring bid is expected to be quite high. There will be a period of time during which there will be no phone service (including computer/data access) but this project is planned to provide long-term flexibility in accommodating technological advances.

Workshop Lunch with Council The luncheon is scheduled for 11:30 Monday, September 18 at Two Rivers Convention Center. Staff will make a brief presentation, possibly incorporating some of the creative history prepared by Hill & Company. Potential discussion topics include: By laws, Special Events revisions, increases in Internet accesses, use of Two Rivers Convention Center and possible marketing opportunities with Allegiant Air and The Glacier Ice Arena.

Government Per Diem rates will increase from \$62 to \$69 effective October 1. Occupancy rates are high and local hotels are not pursuing much government business. Government employees are finding that there are fewer rooms available at the per diem rate.

BOARD DISCUSSION ITEMS: By laws Committee All Board members confirmed they had received and read the proposed bylaws. Eric Feely and Brunella Gualerzi discussed specific sections that represent a change in the way the Board is currently functioning.

Article 2 – Ethical Conduct incorporates Council’s resolution adopting ethical standards for members of boards and commissions.

Article 3 – Appointment of Members Qualification paragraph has been expanded to include representation of a Mesa County-based business that is a key component of the tourism industry in the Grand Valley. The article also states that there will be at least five members who represent tourism-related businesses.

Requiring full-time residency in Grand Junction was discussed, but was not recommended for inclusion

Article 6 – Removal This section addresses attendance at a minimum number of meetings per 12-month period as well as a process for recommending to Council that a member be removed.

The draft was amended to correct section (b) requiring attendance at two-thirds (2/3) of the regularly scheduled Board meetings within any 12-month period.

Staff will make corrections as discussed and forward the document to the City Attorney for comment. Adoption of the By laws will be on the September agenda and the Board may discuss this at the Council luncheon before scheduling it as a Council agenda item.

Eric Feely distributed a draft Job Description to be considered and discussed at a future meeting.

Public Awareness Committee Deb Hoefler distributed a summary of the committee’s meetings at which they developed goals, defined strategies for implementation and established measurement methods. The committee recommends a plan be in place by January 2007 with roll-out in April or May. The committee’s next objective will be to discuss and assess the VCB’s relationship with tourism partners.

Community Banner Committee Jane Foster distributed and discussed draft guidelines for banner displays within the City. (These guidelines are separate from and will not interfere with the banners that the DDA creates and displays.) Recommendations include:

- New banners be the same size/style as existing ones along Horizon Drive and near Lincoln Park
- Sponsor names and logos will not be allowed
- Establish annual budget for banners and hardware
- Contract with outside company to install/remove banners rather than using City employees

Additional details will be presented at the September Board meeting.

OTHER BUSINESS: The Annual Volunteer Appreciation Banquet will be at Two Rivers Convention Center on September 12, immediately following the regular monthly Board meeting.

Triple Crown Baseball: Thirty-eight teams participated in the tournament the last week in July. Attendance at the All-Star game was disappointing and tournament organizers acknowledge that they need to do more advertising to increase attendance.

Promotions: A new printed piece "Passport to Adventure" was completed in cooperation with the City's Commission on Arts & Culture. The Passport encourages visitation at six cultural destinations that offer discounted admission fees to passport holders. Visitors who get their passport stamped at all six attractions will receive a gift bag compliments of the VCB.

The annual peach promotion included staff delivering peaches to 7 Denver TV/radio stations; fruit shipments to six additional media outlets; Chef Wayne Smith doing on-air cooking demonstrations; ads in regional newspapers; lodging packages posted on the VCB website.

The National Tour Association annual convention will be held in Salt Lake City November 2-8. NTA offers a one-day Executive Program that is an educational program for elected officials and board members. The VCB has budgeted to take 5-7 Council/Board members to this program; departure will be Sunday, November 5 returning Tuesday, November 7. Jennifer Grossheim-Harris will accompany the Executive Program group and the VCB will pay all expenses for the participants. The Director will send an invitation to Council members; VCB Board members who are interested in attending should contact the Director.

The trend of declining visitation at the Visitor Center was discussed at the July Board meeting. As a result of that discussion, a new report will be included that identifies each separate visitor segment (in-state, out-of-state and international) as a percent of the total visitors.

There being no further business, the meeting was adjourned at 5:15 pm on motion of Kevin Reimer and second of Bill Hill.