

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE
BOARD OF DIRECTORS MEETING
SEPTEMBER 12, 2006

PRESIDING: Lynne Sorlye, Chair

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

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

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

MINUTES OF AUGUST 8, 2006: Bill Hill moved the minutes be approved as written, Deb Hoefer seconded, passed unanimously.

HOST REMARKS: Tim Seeberg welcomed the Board to Two Rivers Convention Center (TRCC) and distributed the 2005 Annual Report which includes TRCC, The Avalon Theatre and food concession services at City owned parks and recreation facilities. The document includes statistics and financial information by type of business. Meetings represent the majority of TRCC's business and sales are primarily driven by food revenue. 2006 revenues are expected to increase 7-10% over 2005. Mid-November to the end of the year is the convention center's busiest time with holiday parties and gala events.

BOARD DISCUSSION ITEMS: By laws Committee The City Attorney's review of the proposed by laws resulted in minor revisions. Jane Foster moved to adopt the by laws as presented, Eric Feely seconded.

The Director noted that there are two items in the by laws that the Board should point out to Council because those items represent a change in the make-up of the Board.

- Article 3, Appointment of Members, states that at least five members will represent tourism-related businesses. The number of seats representing the tourism industry has not previously been specified.
- Article 3 also expands the qualifications to include representation of a Mesa County-based business that is a key component of the tourism industry. Previous qualifications have been a city resident or representation of a business that operates inside the city limits.

The motion carried unanimously.

Eric Feely moved to adopt the Board Member Job Description as previously presented; Deb Hoefer seconded, passed unanimously.

Public Awareness Committee Deb Hoefler reported that talking points will be distributed in the next few days. The committee recommends conducting a community survey in Spring 2007, before the local campaign kicks off with a follow-up survey in Fall 2007 to measure the program's effectiveness. Hill & Company is working on a template for signage to welcome convention groups. Staff will research uniform shirts for Board and staff.

Community Banner Committee Jane Foster reviewed the general guidelines for street banners. As the program progresses, requests could be funneled through the Special Events policy, if appropriate. The committee proposes that the VCB budget include line items for banners, hardware, subcontractor's installation fees and storage. Brunella Gualerzi moved to adopt the guidelines as presented, Bill Hill seconded, approved unanimously.

Expand the Tent The Director and Chair reviewed this program that offers Mesa County lodging properties the opportunity to participate in the VCB's marketing programs for a 3% fee. Participants in 2006 include Gateway Canyons Resort, Inn at Wildewood-Powderhorn and five bed and breakfasts. Jane Foster moved that a recommendation be forwarded to Council to continue this program, Eric Feely seconded, passed unanimously.

Meeting with Council The luncheon will be held at Two Rivers Convention Center Monday, September 18 from 11:30 am – 1:00 pm. Staff will present a review of the creative and discuss evolution of the brand. Discussion topics are expected to include:

- Special Events – policy revisions
- By laws
- Visitor Center remodel/office expansion
- Hotel occupancy and the effect on group business
- Airline service

BUDGET PLANNING The Director discussed increasing construction costs reflected in recent bids for various City projects. The building remodel budget established in mid-2005 needs to be increased to reflect the local construction market. Additional expenditures not originally budgeted include a new phone system and additional shelving, furniture, fixtures and appliances. The Director also requested approval to allocate an additional \$150,000 in 2007 for advertising and marketing programs to complement the Colorado Tourism Offices' (CTO) advertising. Funding for the CTO's state-wide marketing will triple in 2007 and there will be numerous opportunities to take advantage of Colorado's increased presence in the marketplace. Staff will review the state's advertising campaign, which will not be finalized for several months, to identify markets best suited to Grand Junction.

Requested budget amounts are:

- \$150,000 increase in the capital project to remodel/expand the Visitor Center (2006-2007)
- \$35,000 for a telephone system (2006)
- \$30,000 for shelving, furniture, fixtures and appliances (2007)
- \$150,000 for marketing programs to complement CTO's efforts (2007)

Eric Feely moved the requested budget amounts be approved, Jane Foster seconded, approved unanimously.

HILL & COMPANY: Anna Maria Arizzi confirmed the Denver focus group is scheduled for Thursday evening, October 19. The summer advertising campaign was reviewed as well as other marketing activities which include:

- Two-part mailer for the Denver sales reception, which was very successful
- Updated and re-printed Touring Wine Country brochure
- Work has begun on the annual Holiday Shopping package

The 2nd quarter ADR/Occupancy Study was distributed. The Average Daily Rate is \$67, up \$3 over 2005. Occupancy is 68.5%; increases this year have ranged from 5%-10% per month.

MILES MEDIA: Chris Adams reviewed the status of projects detailed in the contract (editorial, newsletters, database, SEO) as well as the marketing plan objectives.

STAFF UPDATES: Barb Bowman reported that Grand Junction is a finalist for the site of the 2007 Governor's Conference on Tourism. A site inspection will be conducted Friday, September 15, beginning at Two Rivers Convention Center. Board members are invited to join the group at any point during the day; Barb Bowman will provide the itinerary.

The Denver sales reception was very successful, with nearly 200 meeting planners and media attending. Mayor Doody welcomed the guests on behalf of the City of Grand Junction and Denver Mayor John Hickenlooper spoke about the importance of continuing the strong partnership between Denver and Grand Junction.

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