

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE
BOARD OF DIRECTORS MEETING
January 10, 2006

PRESIDING: Lynne Sorlye, Chair

MEMBERS PRESENT: Deb Hoefler, Steve Meyer, Denise Henning, Bill Hill, Jane Fine Foster, Brunella Gualerzi

ABSENT: Eric Feely, Kevin Reimer

STAFF PRESENT: Debbie Kovalik, Barbara Bowman, Sarah Griffith, Irene Carlow

GUESTS: Anna Maria Arizzi, Charlie Novinskie

The meeting was called to order at 3:03 pm.

MINUTES OF DECEMBER 13, 2005: Denise Henning moved the minutes be approved as written, Jane Fine Foster seconded, passed unanimously.

HOST REMARKS: Joe Hunter, General Manager of the Doubletree Hotel, and Tammy Anderson, Director of Sales, discussed the over \$5 million in renovations and upgrades that are underway. All the guestrooms will be redecorated and improvements/expansions will be made to the entrance and lobby, pool deck and Peachtree Patio.

HILL & CO.: At 2:00 pm February 14, Anna Maria Arizzi and Tim Campbell will make a presentation of the history of the VCB's creative development and marketing campaigns. The regular monthly meeting will follow the presentation.

Complete copies of the Online Conversion Study will be distributed at the February meeting. Highlights of the study include:

- Downtown is the #1 attraction visited, the Monument #2, wineries #3 (up from #4 in 2003)
- 81% of respondents plan a return visit, up 13% from 2003
- 5% increase in households with income of \$150,000 or more
- 77% plan to visit in the next year
- September, June, August and July were the primary visitation months

The Overnight Visitor Study has not been completed; data is still needed from three properties.

Focus sessions will be held in Fall 2006 to test the brand and creative. The final design of the 2006 Visitor Guide was displayed.

BOARD BUSINESS: Special Events Committee The committee met December 19. Initial discussion items included:

- Events will apply for the VCB to place advertising, no direct event funding
- Application process will be throughout the year
- Establish minimum lead time between application and event date

The next meeting will be 8:30 am, January 25 at Il Bistrot Italiano.

The Tourism Industry Association of Colorado's (TIAC) Annual Legislative Reception will be held January 16 at the Denver Adam's Mark Hotel. Over 100 industry professionals and 30-40 legislators typically attend this function. The Governor has proposed increasing the tourism promotion budget from the current \$5.5 million to \$15.5 million. TIAC members will lobby legislators to keep that proposed increase intact.

Board Retreat: All members present agreed on the dates of May 1-2 for the annual retreat, which will be held at Gateway Canyons Resort. Staff is directed to contact Jasper Welch to confirm his availability as facilitator.

Building Addition: The Director reviewed preliminary drawings for the approximately 1,000 sq ft building expansion. Improvements and additions include:

- Staff workspace
- Move all HVAC, mechanical and phone equipment to the main level
- Space for janitorial supplies and equipment
- Two additional parking spaces

PROMOTIONS: Holiday Shopping Ten of fifteen participating hotels report an estimated 300 room nights sold. Denver Golf Expo The VCB purchased booth space and will be next to Redlands Mesa Golf Club again this year. Lodging properties that have golf packages on the VCB's website and the City's golf course representatives are invited to participate in the VCB booth at no cost. Spring Wine Trains Wine Train weekends are scheduled for March 31-April 2 and April 7-9; the Director invited one or two Board members to accompany staff on each of the wine trains. The VCB will host a fam for six AAA travel writers April 8-10; they will not travel with the wine train group will participate in the winery tours. Staff is also working with AAA Colorado to offer an Amtrak package for the Art & Jazz Festival.

STAFF REPORTS: December lodging tax collections increased 34% over 2004; year-end revenues were up 18.2%.

Sales: Staff is negotiating contract details with the top candidate for the Front Range sales position. International marketing efforts are producing positive results: Grand Junction is included in two German tour operators' itineraries for 2006 as well as a UK itinerary with 12 tours per year. The Director and Director of Sales will attend Go West Summit in St. George, Utah the last week of January; they will meet with international tour operators who do not attend Pow Wow.

OTHER BUSINESS: Charlie Novinskie reported that 2005 enplanements at Walker Field will show an increase of approximately 10% over 2004. Delta has cut the number of flights from Salt Lake City; the last flight to Grand Junction is not 8:00 pm.

The Horizon Drive Business Improvement District voted to use some of the District's funds to supplement CDOT landscaping/improvements at Exit 31.

There being no further business, the meeting was adjourned on motion of Brunella Gualerzi and second of Jane Fine Foster.