

GRAND JUNCTION VISITOR & CONVENTION BUREAU  
MINUTES OF THE  
BOARD OF DIRECTORS MEETING  
April 11, 2006

PRESIDING: Lynne Sorlye, Chair

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

ABSENT: Kevin Reimer, Eric Feely, Brunella Gualerzi

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

GUESTS: Anna Maria Arizzi, Chris Adams

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

MINUTES OF MARCH 14, 2006: Denise Henning moved the minutes be approved as written, Deb Hoefler seconded, passed unanimously.

HOST REMARKS: Claudia Crowell, Executive Director of The Art Center, gave a brief history of the Center. Incorporated in 1953, this is the oldest art and cultural facility in the community. Three dedicated galleries are housed in the 17,000 sf building. The mission is to provide a year-round exhibit program; year-round education programs; and house a permanent collection. Having a permanent collection (currently over 300 pieces) qualifies the Art Center as a museum. The Center receives no tax dollars; all revenues are generated through fund raising, grants and memberships; the current year's budget is \$408,000.

(Jane Fine Foster arrived.)

PROMOTIONS: Jennifer Grossheim-Harris reported that an Italian film crew came to Grand Junction as a direct result of Barb Bowman's attendance at the ITB trade show in Germany. Jennifer and Gaylene Ore will attend the CTO's media event in New York April 25-27.

(Steve Meyer left the meeting.)

HILL & CO.: Anna Maria Arizzi presented the 2005 year-end ADR/Occupancy report. Average annual occupancy was 66.8%, up from 60% in 2004. The average annual rate increased from \$62 to \$64. The final report of the Overnight Visitor Study (OVS) was also distributed; the purpose of this study is to gain information about our visitors, including length of stay, activities while in the area, and demographics. Visitors surveyed in the OVS are very similar to those who responded to the online survey. The exceptions are that online respondents represent a younger demographic with higher income and personal expenditures. Demographics have evolved with the product and the brand.

Other results include:

- 45% are Colorado residents
- 45% were in parties of 2
- 6% decrease in the family market
- 30% visited for “business only” purposes, an increase of 10%
- Most common attractions/activities included:
  - 61% Downtown
  - 37% Shopping
  - 23% Colorado National Monument
  - 21% Scenic Touring
  - 15.2% Winery tours
- 93.7% rated their experience as above average

Summer Campaign: Billboards and 16<sup>th</sup> Street Mall busboards will begin in May. Art & Jazz Festival ads will run in AAA Encompass, Westword and regional newspapers.

MILES MEDIA GROUP: Chris Adams provided an update of website content enhancement. Four editorial pieces have been completed and are posted on the site. The first consumer newsletter was sent in March. VCB staff and Miles have developed a newsletter schedule (both consumer and trade) for the balance of the year and the staff has provided a list of topics for future articles. Chris acknowledged that the level of service provided to the GJVCB during the first quarter was not acceptable; a new project manager has been assigned to improve the service.

BOARD BUSINESS: Building Remodel City Council approved contracts for architectural services. The pre-application is expected to be submitted to the Community Development Department by April 14.

Annual Retreat Board members will receive a survey to complete and return to Jasper Welch to aid him in developing discussion topics.

Wine Industry Research We have received the preliminary report from Colorado State University of “The Colorado Wine Industry’s Impact on Mesa County”. This is part of a state-wide study commissioned by the Colorado Wine Industry Development Board. Results of the study indicate that the Mesa County wine industry accounts for:

- \$1 million in wages;
- \$46,000 in property tax;
- 59.6% of the state’s production (411,000 of 689,000 liters)

Additionally, the estimated economic impact of the Colorado Mountain Winefest is \$1.3 million.

STAFF REPORTS: Jennifer Grossheim-Harris reported that both wine train weekends were sell-outs and were very successful. Jane Fine Foster accompanied the group on the first weekend and reported that it was an excellent experience; the VCB goes to extraordinary lengths to make this a signature event. The Director expressed the thanks of the entire staff to Jane for all her work to make the weekend successful.

Golf activities were strong during the Spring Break promotion but, overall, we did not receive a high return on the campaign. We may do a Spring break promotion one more year to see if bookings increase. The Art & Jazz Festival is the featured special on our website.

Statistics: Business is still very strong; lodging tax receipts have set monthly records for each of the first three months of the year. Year to date collections are up 17.5% over 2005. The 10-year financial projection was distributed and the Director discussed the positive variance in revenues when projected in August 2005 versus actual collections through year-end 2005.

Sales: Erin Chapman reported that sales leads issued are at 25% to goal and on track for the year. Barb Bowman had 65 contacts at ITB in Berlin. Networking opportunities with our meetings property partner continues; the 1<sup>st</sup> Quarter Coffee was very well attended. In January we held our first Director of Sales meeting that featured a guest speaker from the BLM; the April 13 meeting will be at Gateway Canyons. With completion of the 2005 ADR/Occupancy study, sales reports will now include the economic indicators.

OTHER BUSINESS: The Board is invited to the opening reception for the Colorado Welcome Center Conference at 5:30 pm Sunday, April 24 at Grande River Vineyards.

There being no further business, the meeting was adjourned at 5:15 pm on motion of Deb Hoefer and second of Denise Henning.