

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE
BOARD OF DIRECTORS MEETING
MAY 8, 2007

PRESIDING: Deborah Hoefler, Vice Chair

MEMBERS PRESENT: Paul Petersen, Lynne Sorlye, Brunella Gualerzi, Brian Barry, Steve Meyer

MEMBERS ABSENT: Eric Feely, Bill Hill, Rick Martindale

STAFF PRSESNT: Debbie Kovalik, Erin Chapman, Jennifer Grossheim-Harris, Irene Carlow

The meeting was called to order at 3:10 p.m.

MINUTES OF MARCH 13, 2007: Paul Petersen moved the minutes be approved as written, Brunella Gualerzi seconded, passed unanimously.

BOARD ITEMS: The Special Events Committee met May 2 to discuss two applications, Art & Jazz Festival requested \$2,500 for advertising in *Buzz in the Burbs*, a suburban Denver publication, and \$3,900 for ads in resort newspapers. Staff explained the ad buy for *Buzz in the Burbs* was made in early Spring. The VCB purchased two ads through the Hill & Company contract and received a discounted price; one of those ads promoted the Art & Jazz Festival. Brunella Gualerzi recommended that the committee and staff representatives meet to discuss the Special Events and general event promotion budgets in depth. The Board may want to consider increasing the Special Events budget for 2008-2009. Steve Meyer moved the Board approve \$2,900 in marketing assistance for the Art & Jazz Festival, Brunella Gualerzi seconded. The motion was amended, and seconded, to provide \$3,900 in funding, passed unanimously.

Staff was directed to present funding requests in a more simplified manner, indicating soft and hard costs and clearly identifying Special Events funds. At a future meeting, the Board will discuss "marquee" events that do not need to apply for funding.

Colorado Mountain Winefest applied for \$5,000 for Denver radio advertising and \$815 for Colorado Springs newspaper advertising. Steve Meyer moved the Board approve \$5,815 Special Events marketing assistance for the Colorado Mountain Winefest, Brian Barry seconded, passed unanimously.

Gateway Canyons Resort requested the Board write a letter to the Public Utilities Commission in support of the resort's application to provide transportation for its clients to/from Walker Field Airport. Paul Petersen moved the Board issue a letter to the PUC in support of Gateway Canyon Resort's application, Lynne Sorlye seconded, passed unanimously.

Retreat Follow-up The facilitator's final comments were distributed and include the top two priorities identified:

1. Dual Processing of Goals
Community Awareness (in process)
 - Banners
 - 125th Anniversary promotion for reunions; gift give-away
 - Local logo approved and in use
 - "Extended summer..."
 - Continue resort advertising
 - Extend off-season market
 - Offer packages for July 4th and the 125th, periods of low occupancy

2. Grand Junction Market Assessment
Chamber's Listening to Business report complete; staff forward to Board

The Director reported that Walker Field applied for a Small Community grant for marketing/advertising for new or additional air service. In late 2006, the VCB contributed to the airport's proposal to American Airlines; American has agreed to meet with GJ delegation but no date set yet.

STAFF REPORTS: PR/Marketing/Promotions Staff will attend media wine promotion events in both Dallas and Chicago later this month. These events are funded in part by a grant from the CTO; the VCB partnered in the grant application with the Colorado Wine Industry Development Board, and Delta and Boulder counties.

The survey to determine what percentage of lodging occupancy is related to the energy industry has begun; 342 responses have been received thus far. Both the Residence Inn and LaQuinta offered to send registration information to participate

Work on the website redesign is on schedule. Emily Miles, our main contact, and Miles Media's chief graphic designer will visit Grand Junction during the Art & Jazz Festival.

The RMPBS Art & Jazz Festival wine train is sold out. Local Channel 18 staff will join the train in Glenwood Springs and RMPBS will have a booth at the Festival.

JUCO banners will go up by May 14 and the VCB will air five commercials during the championship game.

Sales The Grand Junction delegation had 18 appointments at Pow Wow, the Travel Industry Association of America's international tour operator trade show.

Nine Front Range meeting planners attended the focus group in Denver on April 12; attendees represented government, corporate, association and SMERF market segments. Meeting planners are looking for reduced rates for government business; VIP upgrades; complete audio-visual packages and complimentary wireless and Internet. Hill & Company will prepare a written report of the session.

The VCB hosted a fam for three account representatives from Helms Briscoe, a company that provides site selection services worldwide. Helms Briscoe is comprised of over 900 third-party meeting planners who negotiate lodging/meeting space contracts but do not plan activities.

Administrative Lodging tax receipts for April are not yet finalized.

The Walker Field Airport Authority discussed changing the name of the facility at a hearing May 7; a final decision is expected at the May 15 meeting.

National Tourism Week will be celebrated at the Visitor Center May 18 with coffee and pastries for our visitors during the morning. An open house and tour of the remodeled office space is scheduled for Thursday, May 31.

There being no further business, the meeting was adjourned at 5:10 pm on motion of Paul Petersen and second of Brunella Gualerzi.