

GRAND JUNCTION VISITOR & CONVENTION BUREAU  
MINUTES OF THE  
BOARD OF DIRECTORS MEETING  
September 11, 2007

PRESIDING: Eric Feely, Chair

MEMBERS PRESENT: Lynne Sorlye, Paul Petersen, Rick Martindale, Steve Meyer, Deborah Hoefler, Brian Barry

MEMBERS ABSENT: Brunella Gualerzi, Bill Hill

STAFF PRESENT: Debbie Kovalik, Jennifer Grossheim-Harris, Barbara Bowman, Layne Whyman, Irene Carlow

The meeting was called to order at 3:09 p.m.

Stephanie Tuin, City Clerk, stated that City Council has requested all members of volunteer commissions and boards sign an Oath of Office. All members present signed the Oath and return it to the City Clerk for her records. Staff will be responsible for getting the document signed by those members absent from this meeting.

MINUTES OF AUGUST 14, 2007: Rick Martindale moved the minutes be approved as written, Deb Hoefler seconded, passed unanimously.

MILES MEDIA GROUP/INTERNET SITE REVIEW: The Director reviewed some of the processes and discussions that have been part of this project. The Director asked everyone to keep in mind that the design is not as important as the new technologies that will be integrated into the site, which will improve functionality and enhance the visitor's experience.

(Via Teleconference) Emily Miles, Ryan Nance and Eric Napier presented an online demonstration of the functions and design elements of the new site. Some of the elements include:

- Home page photos will fade in/out
- Current temperature/weather on home page
- Background ("skin") can be easily changed to reflect the current season
- Dynamic map will be accessible on several pages throughout the site; users can select from categories (lodging, dining, shopping, attractions, etc.) to plot locations and overlay on the map

Board members commented that Grand Junction's strong selling point is that there is so much to do here and those activities need to be easily accessible to site visitors. At the same time, the site needs to be simple; if people have to drill down through several clicks to get information, they will leave the site. The three most requested pages – Lodging, Calendar of Events, Specials &

Packages – must be on the home page. There were several questions about the search function and staff is directed to clarify and define the search capability/function.

**BOARD ITEMS:** Property Purchase The Director noted that the triangular-shaped parcel just east of the Visitor Center was offered to the VCB several years ago. At that time, the asking price was substantially higher than the current price of \$8,800. The parcel adjoins both residential property and the CDOT right-of-way and is unbuildable due to topography, size, shape and zoning regulations. As it exists today, this land may be unsuitable for commercial use but the City Property Agent who has handled the negotiations concurs that it is in the best interest of the VCB to secure this land. Paul Petersen moved that the VCB purchase the subject property for \$8,800, Deb Hoefler seconded, passed unanimously. This item will be presented to Council for approval at the September 17 meeting.

Special Events Committee members have corresponded about the Pro Rodeo Finals application and recommend that the applicant make a presentation to the full Board. There is also concern that the anticipated date of September 5 – 8, 2008 is not definite and may be rescheduled to another weekend in the same month. Three large events that impact lodging availability are currently scheduled for September 2008. The Chair phoned George Decker, the applicant, and asked for clarification of the date. Mr. Decker acknowledged a potential conflict and will confirm the date to VCB staff. The matter is tabled to the October 9 meeting. Staff is directed to send a letter to Mr. Decker advising him of the Board's action and requesting confirmation of the event date.

Governor's Conference on Tourism The Board is invited to attend the opening reception at the Doubletree Hotel Wednesday, October 10 from 5:30 – 7:30 pm. Board members can also attend the Governor's Awards Luncheon Friday, October 12 and the VCB will pay the cost of the luncheon. Any members who would like to attend conference sessions will be on their own for the registration fees. Online registration closes September 28.

**STAFF REPORTS:** The VCB's request for a new administrative support position was recommended for approval by the finance committee; all new personnel requests will be presented to Council for final approval.

Three Board members' terms expire at the end of this year: Eric Feely, Deborah Hoefler and Brunella Gualerzi. All are eligible for reappointment and need to submit their letter of interest to the City Clerk by November 1.

The CTO and AAA have launched a joint promotion "Let's Talk Colorado" week September 10-15. This campaign encourages Colorado residents to travel within the state and to test their knowledge in a Colorado trivia contest. AAA is offering the grand prize – 2 tickets on the Grand Junction Spring Wine Train. The Colorado Music Festival in Boulder will sponsor a wine train in May as a fundraiser for their organization; the VCB will be a co-sponsor of this event.

**OTHER BUSINESS:** The Director read a thank you note from Kathy Dirks on behalf of the Downtown Association for the Board's Special Event marketing assistance award to the Downtown Car Show.

Barbara Bowman presented a special recognition to Layne Whyman for outstanding customer service, team work and professionalism for her efforts on the National League of Cities committee meeting in Grand Junction.

There being no further business, the meeting was adjourned at 5:10 pm on motion of Deb Hoefer and second of Rick Martindale.