

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE
BOARD OF DIRECTORS MEETING
MARCH 13, 2007

PRESIDING: Eric Feely, Chair

MEMBERS PRESENT: Lynne Sorlye, Steve Meyer, Brian Barry, Brunella Gualerzi, Bill Hill, Rick Martindale

MEMBERS ABSENT: Paul Petersen, Deborah Hoefler

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

The meeting was called to order at 3:03 p.m.

MINUTES OF FEBRUARY 6, 2007: Bill Hill moved the minutes be approved as written, Brunella Gualerzi seconded, approved unanimously.

BOARD DISCUSSION ITEMS: Annual Retreat The preliminary agenda has been developed based upon discussions at previous Board meetings. Less time will be spent on PDPs, with a brief discussion on decision-making styles. The agenda will focus on planning for 2008-2009 and the biennial budget. Bill Hill asked if there were a theme for the retreat, such as "Beyond the Boom"; a discussion of the energy industry's impact on tourism and the local economy followed.

Other possible discussion topics include:

- Direction of expenditures and the fund balance
- Occupancy, rate resistance and their impact on leisure travel
- Potential new room inventory in Palisade and Fruita; Expand the Tent program
- Other CVB's programs
- Role of the VCB in the community; tourism as an economic engine and how to fill the gap if the energy business wanes
- Outcome of the TABOR election April 3, potential impact on the VCB
- Overview presentations by Hill & Company and Miles Media
- Consensus of the breakout of expenditures: group, leisure, Visitor Center
- Staff time commitments to other organizations, committees, planning groups.

Staff job description synopses will be sent to the Board in advance of the retreat and Jasper Welch will forward a survey to all Board members. The outcome of the retreat will be to provide guidance and direction to the staff and to identify the top 3-4 issues to focus on in the coming year.

Community Awareness Committee: Lynne Sorlye reported that Hill & Company is working on a VCB logo to be used locally, e.g., newspaper ads and welcome posters in shop windows that will identify a visiting group is the result of the VCB's efforts. Hill & Company will submit 3-4 designs which will be presented at the retreat.

Local activities in process include:

- The television commercial for JUCO is being produced by Cobb & Associates, a local advertising firm.
- Commemorative coins will be given away at the Visitor Center as part of the City's 125th Anniversary; an online survey is being developed that will enter participants in a drawing for a 20-person barbeque during the 125th celebration

Special Events Committee: The Art & Jazz Festival will be used as a prototype for the new policy and staff will distribute the new forms and policy to previous recipients.

STAFF REPORTS: Promotions/Marketing The Denver Golf Expo was very successful, with over 10,000 attendees. Email addresses of those who registered at the VCB's booth will be entered in a database to receive future communications about golf packages. The Fan AM-Radio golf remote is on track for April 23-24 and the Front Range golf billboards will go up in April.

Print ads and radio spots have begun running for the RMPBS Art & Jazz Wine Train. RMPBS will do a direct mail piece to 600 of their supporters and Gaylene Ore has commitments from four writers to participate on the wine train. AAA canceled the March 30 wine train because of low bookings and clients who had wanted to book that weekend have been re-booked to other dates.

Website Redesign Phase I has begun with staff input on their likes/dislikes of the VCB's existing site and other sites that staff has visited. Jennifer will meet with Hill & Company and Miles Media on March 19.

Building Remodel Only two staff, Vivian Brodine and Layne Whyman, remain at the Visitor Center. All other staff have relocated to City Hall and the contractor has been able to move very quickly. Open houses will be scheduled for the Board and volunteers; Horizon Drive businesses and tourism partners; and for the general public, possibly in conjunction with either JUCO or the 125th celebration.

Furniture, appliances, shelving and other fixtures were budgeted for this project. An additional expense will be for artwork to comply with the City's 1% for the Arts program. The minimum requirement would be approximately \$5,000 but the Director requests Board approval to purchase a Grand Junction artist's sculpture that is currently on Main Street, across from the Hawthorne Suites Hotel. This would be a permanent placement at the Visitor Center and it is expected that this sculpture could be installed in May at the same time as the Art on the Corner changes. The preferred location is between the conference room and the sidewalk along Visitor's Way so that the sculpture would be visible from Horizon Drive as well as the eastbound exit ramp off I-70. The total to purchase and install this piece is \$16,000; the DTA will forego

its commission on this transaction. Lynne Sorlye moved to approve an expenditure of \$16,000 for the purchase and installation of the sculpture; Brian Barry seconded, passed unanimously.

The VCB will produce 10 street banners for JUCO's 50th anniversary.; the JUCO committee will sell the banners and return the cost to the VCB. Both the semi-final and championship games will be played on Saturday, June 2 and will be televised on either ESPN2 or FSN; the games will possibly be re-broadcast 3-4 times. The VCB would air five 30-second commercials at a cost of \$12,500 (for production costs and air time) with a potential reach of 2 million viewers; there is a possibility of a long-term commitment. Steve Meyer moved to approve an expenditure of \$12,500 for JUCO television ads and productions costs; Lynne Sorlye seconded, approved unanimously.

Group Sales Sixteen sales leads were issued in February – a record number of leads in a month; three of those leads were generated by our Denver sales person. The quarterly Director of Sales meeting was well-attended; this meeting provides an opportunity for information exchange and consensus building. Staff had 30 pre-scheduled appointments at the Go West Summit, a regional international tour operator show; the Summit will be held at The Broadmoor in 2008.

Plans for the 2007 Governor's Conference on Tourism are proceeding. The opening reception (approximately 400 people) will be at the Doubletree and the Thursday evening reception, co-hosted by the Colorado Tourism Office, will be at The Museum of the West.

A meeting planner fam of 13 people is scheduled for May 4-6. A meeting planner focus group will be held in Denver April 12; participants will represent all Front Range market segments.

There being no further business, the meeting was adjourned at 5:05 pm on motion of Lynne Sorlye and second of Bill Hill.