

GRAND JUNCTION VISITOR & CONVENTION BUREAU  
MINUTES OF THE  
BOARD OF DIRECTORS MEETING  
JULY 8, 2008

PRESIDING: Paul Petersen, Vice Chair

MEMBERS PRESENT: Nathan Knoll, Lynne Sorlye, Brian Barry, Brunella Gualerzi

MEMBERS ABSENT: Deborah Hoefler, John Williams, Steve Meyer, Rick Martindale

STAFF PRESENT: Debbie Kovalik, Barbara Bowman, Jennifer Grossheim-Harris, Holly Prickett, Irene Carlow

GUESTS: Anna Maria Ray, Tim Seeberg

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

MINUTES OF JUNE 10, 2008: Brunella Gualerzi moved the minutes be approved as written, Brian Barry seconded, passed unanimously.

HOST REMARKS: Tim Seeberg welcomed the Board to Two Rivers Convention Center. An update on activities at TRCC will be provided later in this meeting.

HILL & COMPANY: Anna Maria Ray reviewed results of the Online Conversion Study which was conducted between March-May 2008. Of 11,619 emails delivered to subscribers, 2,417 were opened and 1,333 responded to the survey. Highlights of the responses include:

- 85.5% had visited previously
- Highest visitation months were September (40.5%), August (23%) and July (20%)
- Most-visited attractions:
  - Wineries – 61.4%, up from 22.3% in 2005
  - Downtown – 58.4%, up from 33% in 2005
  - Colorado National Monument – 43.5%, up from 25% in 2005
  - Grand Mesa – 31.8%, up from 18.2% in 2005
- 90.5% of respondents will visit again, up from 81% in 2005

BOARD DISCUSSION ITEMS: Community Awareness Committee Lynne Sorlye reported the committee's recommendation to develop a marketing piece that can be used as talking points. Emphasis would be on the economic impact of VCB activities: history; services offered; large events/conventions hosted; percent of sales tax paid by visitors and out-of-town businesses. Local press (spring/summer inserts, advertorial) could be utilized to present this information to the community.

Special Events Committee Brian Barry reported on two applications:

- Robb's River Rally, a benefit for the Riverfront Foundation, requested \$5,000 for their September 13 event. This is a local-focus event; organizers are trying to fill the void left by cancelation of Tour of the Valley. Organizers have requested additional assistance and participation from the City. The committee recommends providing seed money in the amount of \$1,000 to focus on the close regional market (Glenwood Springs, Montrose, Moab). Brunella Gualerzi moved to provide \$1,000 in marketing assistance to Robb's River Rally, Lynne Sorlye seconded, passed unanimously.
- Independence Film Fest, September 12-14 at the Avalon Theatre, requested \$9,000. Organizers currently hold a similar event in Leadville/Salida/Buena Vista and want to expand this festival into the Grand Valley. The City's Arts Commission is also providing funding for this event. Brunella Gualerzi moved to provide \$4,000 in marketing assistance to the Independence Film Fest, Paul Petersen seconded, passed unanimously.

Budget Presentation Barbara Bowman presented the preliminary budget and discussed staff recommendations for 2008 (Revised) and 2009 budgets.

STAFF REPORTS: Two Rivers Convention Center Tim Seeberg discussed the new wall system being installed in the Colorado Room. More break-outs can be configured with this wall system, which means that more groups can be booked simultaneously. Construction began in June and the space is expected to re-open in early August.

City Administration Debbie Kovalik reported that the first joint VCB/TRCC staff function will be a dinner at TRCC on July 24.

There being no further business, the meeting was adjourned at 5:20 pm on motion of Lynne Sorlye and second of Brian Barry.