

GRAND JUNCTION VISITOR & CONVENTION BUREAU  
MINUTES OF THE  
BOARD OF DIRECTORS MEETING  
November 12, 2008

PRESIDING: Deborah Hoefler, Chair

MEMBERS PESENT: Paul Petersen, Rick Martindale, Nathan Knoll, Lynne Sorlye, Brian Barry, John Williams, Steve Meyer

MEMBERS ABSENT: Brunella Gualerzi

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

GUESTS: Maureen Kimmell, Laurie Kadrach, Tim Seeberg

The meeting was called to order at 3:00 pm.

Barbara Bowman presented a copy of Air France's in-flight magazine that includes an article on the Grand Junction-Salt Lake City daily flight. Gateway Canyons is the only Colorado destination featured in the article.

MINUTES OF OCTOBER 14, 2008: Paul Petersen moved the minutes be approved as written, Nathan Knoll seconded, approved unanimously.

BOARD DISCUSSION ITEMS: Barbara Bowman reviewed the three vendor contracts that were included in the 2009 budget and requested the Board approve each for renewal in 2009:

- Hill & Company Integrated Marketing and Advertising – \$425,000 contract amount (unchanged from 2007)
- Miles Media - \$125,000 contract amount (unchanged from 2007)
- Donna Horii, Denver sales representative - \$35,000 contract, an increase of \$5,000 over 2007 is recommended because of the increased sales activities and efforts the contractor is performing

Lynne Sorlye moved that the contract with Hill & Company Integrated Marketing and Advertising be renewed for the period January 1-December 31, 2009 in the amount of \$425,000. Brian Barry seconded, passed unanimously.

Paul Peterson moved that the contract with Miles Media be renewed for the period January 1 – December 31, 2009 in the amount of \$125,000. Rick Martindale seconded, passed unanimously.

Brian Barry moved that the contract with Donna Horii be renewed for the period January 1 – December 31, 2009 in the amount of \$35,000. Paul Petersen seconded, passed unanimously.

These contract renewals will be presented to Council for approval at the December 1 meeting.

Community Awareness Committee Lynne Sorlye reported that she and John Williams met with staff October 28 and approved two brochures for local distribution. “Roadmap to Event/ Meeting Planning” will be distributed City-wide, including to City employees. “Roadmap to the Grand Junction Visitor & Convention Bureau” will be sent to local organizations, service clubs, churches, etc. in an effort to inform the community of the VCB’s programs and the economic impact generated by those programs. Both brochures were designed by staff member Holly Prickett.

The committee recommends that the street banner program continue in its present form. The VCB will run ads in the local market, including Spring/Summer activities sections in local newspapers.

Expand the Tent At the August Board meeting, the Committee reported on their review of this program. There should be continued discussions of new ideas to respond to changes in the market if properties inside “the tent” reach critical mass and drop out. Paul Petersen moved to recommend to Council that this program be continued in 2009 with no changes; Lynne Sorlye seconded, passed unanimously.

Board Positions The Chair stated that election of 2009 officers will be held at the December meeting. Members who are interested in serving as Vice Chair are asked to contact Deborah Hoefer. Applications to fill Board vacancies need to be submitted to the City Clerk by November 14. Lynne Sorlye has served two terms and is not eligible for re-appointment. Nathan Knoll, who was appointed to fill a one-year vacancy, has submitted his application for re-appointment for a full term.

2009 Visitor Guide Staff requested direction on the design and image(s) for the cover. Staff reported on the history, evolution and distribution methods of the Guide as well as focus group research that has steered the design and format. The new creative concepts presented by Hill & Company were discussed: The “Glasses” concept is very impactful and will be used in Colorado Official State Vacation Guide, on billboards and in publications that target a younger demographic, but could be limiting if featured on the Visitor Guide. The “scenic” concept is a subtler message and may appeal to the demographic that prefers printed material.

(Steve Meyer joined the meeting.)

The consensus of the Board is to use one of the new creative concepts on the cover of the Visitor Guide, with staff and Hill & Company making the final selection of which image to use.

Visitor Center Upgrade Melanie Wiseman reported that she had toured several Front Range visitor centers to gather information on individual designers and how their concepts have been implemented. Melanie then introduced Maureen Kimmell, who designed two of the centers that were toured, and with whom the VCB has contracted to design our Visitor Center.

Maureen stated that she had not visited Grand Junction before being selected for this design project and she was very impressed with the area during her three day research trip in October. She spent time in the Visitor Center; met with staff; and received personal tours of the attractions, with a great deal of time spent with Colorado National Monument staff and a representative of the Grand Mesa Scenic Byway. Maureen presented drawings of her design concepts which will incorporate dramatic visuals, interactive displays and children's activities. Printed materials are important and will still be available, but the numerous brochure racks that currently exist will be replaced with exhibits and displays that highlight the diverse activities in the Grand Valley.

This remodel is a major project and will be a complete change in how our visitors – and our volunteers – use the Center. The presentation and discussion addressed the overall concept as well as specific elements of the proposal. Board members reacted positively and favorably to the design. (Prior to this meeting, Maureen made presentations to the staff and to a group of volunteers.)

CITY ADMINISTRATION UPDATE: City Manager Laurie Kadrich briefly reviewed the May Board meeting when she discussed combining, on an interim basis, the VCB and Two Rivers Convention Center/The Avalon Theatre under the direction of Debbie Kovalik. Laurie stated that she wants to make this consolidation permanent and asked the Board for their input regarding what affect this has on the VCB. Members responded that it is "business as usual" at the Board level and in their advisory capacity. Laurie thanked the Board for their continuing service to the VCB and the community, and then departed the meeting.

OTHER BUSINESS: Debbie Kovalik reported that the Avalon Theatre is operating and continues to schedule events at the facility, only the Cinema at The Avalon is closed. The City spent a great deal of time working with the Cinema board in the hopes that the program could continue but the business model didn't work.

Tim Seeberg, Manager of Two Rivers Convention Center, reported a 10-35% drop in attendance at several major holiday events.

The December 9 meeting will be held at the Holiday Inn.

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