

GRAND JUNCTION VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS MEETING
SEPTEMBER 8, 2009

PRESIDING: Paul Petersen, Chair

MEMBERS PRESENT: Brian Barry, John Williams, Brunella Gualerzi, Deborah Hoefler, Rick Martindale

MEMBERS ABSENT: Steve Meyer, Nathan Knoll

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

GUEST PRESENT: Tom Kleinschnitz, Adventure Bound River Expeditions

HOST REMARKS: Tim Seeberg welcomed the Board to Two Rivers Convention Center. As expected, business at the convention center has been impacted by the economy. Some annual events are down in numbers or reducing their expenditures (about 10-15%) so staff is getting creative in providing a good event at less cost. The Go-Green effort continues: the garage ceiling was insulated and will save on heating for the rooms above. The Avalon is seeing increased turnout for the dinner & a movie nights.

The meeting was called to order at 3:12 pm.

MINUTES OF AUGUST 11, 2009: Brian Barry moved to approve the minutes as written, Brunella Gualerzi seconded, approved unanimously.

BOARD DISCUSSION ITEMS: Board Vacancies Donia Moore has resigned as she is moving to California. A replacement will be selected by City Council in the next cycle. Board Members eligible to apply again were encouraged to do so with the promise that Irene will be sending them reminders.

2010 Contracts Hill Aevium: Contract was \$425,000 in 2009 and will be \$415,000 in 2010 with several advertising programs previously handled by the VCB directly now being built into the contract. Ore Communications media contract remains at \$40,000 within the Hill Aevium contract. Miles Media: 2010 contract will be \$150,000; this \$25,000 increase in internet development is in response to the Board's recommendation during budget discussions. Sales Contract/Horii: Remains at \$35,000 for 2010. Barb will be taking these renewals to City Council in December. The expectation is they will be looked at closely. In 2010, all the contracts will go out for RFP for the contract year beginning January 1, 2011. Brunella was asked to chair the contracts subcommittee as she has prior experience.

Visitor Guide Listing – Request from Out of Area Business: Centennial Canoe, from Centennial, Colorado with offices in Denver, submitted a request to be included in the Grand Junction Visitor Guide and on the website. They store equipment with Rimrock Adventures and bring their guests into the valley as the starting point for the majority of their raft trips. Tom Kleinschnitz, owner of Adventure Bound River Expeditions and a CTO board member, said he would speak in favor of adding out-of-area attractions to the Visitor Guide. However, changing this policy would set a new precedent with the potential to open up the opportunity for regional competitors to become part of the Grand Junction Official Visitor Guide. The Board asked for clarification on what the existing criteria were, a review of the current policies and a consideration of potential problems. The Board asked staff to research and advise on cost, liability, implications and wording of a new/clarified policy, if one were recommended. Board and staff would also need to approach Council and local attractions as to their feelings about this potential change in policy. The Board did not feel a decision could be made by the October 2009 deadline for the 2010 Visitor Guide. Barb Bowman was asked to advise Centennial that the request is under discussion.

Special Events Funding Request Museum of Western Colorado – *Cannibal the Musical*. Museum has asked for \$1,500 and use of the Avalon for a fund raiser of “Cannibal the Musical.” The request was received under the 120 day requirements. John Williams made a motion that the request not be supported this year but the Museum be encouraged to resubmit for next year. Deb Hoefler seconded. Passed unanimously.

STAFF REPORTS: Barbara Bowman distributed the monthly reports. August lodging tax revenue was down nearly 21% vs. August 2008; YTD collections are down 14.5%.

Miscellaneous Barb Bowman reported that WineFest tickets are selling well, although the hotels still have rooms available. She is uncertain if this means more locals are participating in the festival. The trend of last minute travel decision-making seems to be continuing. The government per diem was increased to \$98, a pleasant surprise.

Sales Erin Chapman reported that we are 60% to goal for sales leads issued. Twelve hotels and Two Rivers Convention Center participated in the VCB’s Denver mission and the meeting planner reception at the University of Denver on Thursday, August 20th. 200 guests attended; many compliments were received.

Convention Servicing Layne Whyman reported that within the last week Blue Star Mothers, Colorado Activity Professionals, and Grand Junction High School Class of 1960 all contacted the VCB for 2010 events. AAA Colorado committed for three more wine trains in 2010.

Marketing Jennifer Grossheim-Harris advised there are WineFest tickets available for the Board. REI in Denver responded favorably to partnering on a hiking oriented cross-promotion. In being pro-active to market September events, the VCB did a targeted ezine promotion for all the events happening the 3rd weekend in September. The team

will be looking at ways to market to State employees on the mandatory furlough long weekends.

There being no further business, the meeting was adjourned at 4:55 pm on motion of Brian Barry, Rick Martindale seconded. The Board adjourned to the annual Volunteer Appreciation Banquet.