

GRAND JUNCTION VISITOR & CONVENTION BUREAU  
BOARD OF DIRECTORS MEETING  
OCTOBER 13, 2009

PRESIDING: Paul Petersen, Chair

MEMBERS PRESENT: Brian Barry, John Williams, Brunella Gualerzi, Deborah Hoefler, Rick Martindale, Nathan Knoll, Steve Meyer

STAFF PRESENT: Debbie Kovalik, Jennifer Grossheim-Harris, Erin Chapman, Irene Carlow

GUEST PRESENT: Tim Foster, President, Mesa State College

HOST REMARKS: Tim Foster welcomed the Board to Mesa State and gave a history of the 85-year-old institution. The student population is expected to top 7,000 for the 2009-2010 academic year and the newly-expanded campus housing is at capacity. Programs that are being expanded include:

- Nursing and other health care professions
- Business
- Criminal Justice
- Teacher Education
- Mechanical Engineering, in partnership with CU-Boulder
  - 30 students were projected
  - 106 are enrolled

State funding for higher education has been reduced significantly this year and additional cuts are possible. Mesa State has cut operating expenses in numerous areas and will continue to identify other efficiencies while maintaining quality and expanding programs.

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

MINUTES OF SEPTEMBER 8, 2009: Brian Barry moved to approve the minutes as written, Rick Martindale seconded, approved unanimously.

BOARD DISCUSSION ITEMS: Board Vacancies The deadline for applications is November 13. Brian Barry and Rick Martindale have submitted their applications for re-appointment, Paul Petersen's is in process. Steve Meyer is not eligible for re-appointment and Donia Moore's seat is vacant. Board members are asked to encourage potential members to apply.

2010 Officers Elections will be held at the December 8 meeting. The typical succession is for the Vice Chair to be nominated for Chair; members who are interested in serving as Vice Chair are asked to contact Paul Petersen.

2010 Visitor Guide Debbie Kovalik gave a brief history of the current design of the Visitor Guide. From 1991-2003, the Guide was a 4" x 9" fold-out design, which was well-suited for widespread rack distribution. Discussions of a new format and a review of rack distribution (which was eliminated) began in 2002. Focus groups were held in 2003 as part of a several-month process to revise the layout and format to the existing design which was rolled out in 2004. The Board was very involved in that process and approved the categories as well as the individual businesses that would/would not be listed.

Irene Carlow presented staff's recommendations for revisions to the 2010 Visitor Guide. The main goals are to present visitor information more clearly and succinctly, eliminate duplicate listings and, hopefully, create enough space so that the type size could be larger and easier to read. Debbie Kovalik stated that businesses with more than one listing would be given the choice of which one category they would prefer to be listed in. The following recommendations were discussed:

- Combine "Biking & Hiking" with "Camping on Public Lands"; visitors will still be referred to the VCB's website for a listing of bike rental shops
- Eliminate "Climbing, Canyoneering & Mountaineering"; move those businesses to a new category
- Eliminate "Museums", moving those listings to "Family Activities"
- Eliminate "Live Theater with Scheduled Performances", move to "Art & Culture"
- Eliminate "Western Adventure", move to another category
- Re-name "Winter Sports & Activities" to "Skiing and Winter Sports"
- Create a new category "Tours and Adventures (Guided)" that will include guided tours such as climbing, biking, helicopter and air tours, dinosaur digs, motorcycle tours, winery/national parks tours, guided horseback rides
- Combine "Motorcycle Rental" and "RV Rentals" to "Motorized Sports Rentals"
- If space allows after the above changes are made, provide one full page for Wineries/Tasting Rooms

The Board approved staff's recommendations with two changes:

- Museums will be moved to the re-named category "Art, Culture & Museums"
- Skiing and Winter Sports should be re-named "Skiing, Snowboarding and Winter Sports"

Requests from out-of-area businesses to be included in the Grand Junction Official Visitor Guide will be a policy discussion at the 2010 Board Retreat.

City Administration Update The 2009-2010 operating budgets were revised downward to reflect declines in General Fund revenue, and the hiring freeze instituted in early 2009 is still in effect. Wage cuts, furloughs and unpaid holidays are being discussed but a final decision has not yet been made.

Holiday Appreciation Party Debbie Kovalik stated that the annual holiday party, held following the December monthly Board meeting, originated as a thank you to the hotels, restaurants and attractions that donated in-kind goods and services during the year for fairs, site inspections, sales calls, etc. These donations with a value of well over \$100,000 help augment the VCB's budget and marketing efforts. In view of budget reductions and general economic conditions, this year might be an appropriate time to consider different options of hosting this thank you party. Debbie proposed a more modest event that would bring our hospitality industry partners together and also benefit the community. The Board discussed various options including: 1. Continuing the event as it has been at one of the local hotels, 2. Eliminating the event, or 3. Hosting an open house at the Visitor Center, and ask guests to bring canned goods to donate to local charity, showing "Tourism Cares". During discussion, the Board agreed that the VCB should still host the party but it should be a low-key event; however, this is not a good time to ask our partners for more donations in addition to the goods and services they have provided during the year. Having it at the Visitor Center will save money as will paring back the menu to fewer and simpler selections. The date was set for Tuesday, December 1<sup>st</sup>.

Other Business John Williams suggested that staff reports be moved to the beginning of the agenda some months so the Board can learn more about specific programs and activities.

STAFF REPORTS: Copies of the monthly statistics and other staff reports were distributed. The VCB hosted a total of 24 guests on two different fairs this past weekend. Several staff members will be traveling to various events the next 5 days:

- Governor's Conference on Tourism in Pueblo
- Western Association of Convention & Visitor Bureaus conference in Colorado Springs
- Meeting Planners International trade show in Telluride
- AAA President's Wine Train

There being no further business, the meeting was adjourned at 5:05 pm on motion of Deborah Hoefler and second of Brian Barry.