

GRAND JUNCTION VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS MEETING
NOVEMBER 10, 2009

PRESIDING: Paul Petersen, Chair

MEMBERS PRESENT: Brian Barry, Deborah Hoefler, Steve Meyer, Rick Martindale, John Williams

MEMBERS ABSENT: Brunella Gualerzi, Nathan Knoll

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

HOST REMARKS – Miffie Blozovich, Development Director, Museum of Western Colorado, welcomed the Board. She provided a packet of information. The Museum was reaccredited in August making it now in the top 1% of U.S. museums. The Cross Orchards packing shed was reroofed and is being repaired. Roofing on the bunkhouse will start soon. Cross Orchards is closed for the season but still available for group rentals. Erin and Miffie met recently to discuss how the VCB sales team can help promote the museum sites to groups. Dinosaur Journey had some recent upgrades too. Overall, it was a good year for the Museum of Western Colorado, better than expected.

The meeting was called to order at 3:10 pm.

MINUTES OF OCTOBER 13, 2009: Rick Martindale moved to approve the minutes as written, Deborah Hoefler seconded, approved unanimously.

BOARD DISCUSSION ITEMS: Marketing Contracts for 2010 - As a follow up to discussion at an earlier meeting, the marketing contracts were presented for vote by the Board. A motion was made by Brian Barry to approve \$415K for Hill Aevium, \$150K for Miles Media and \$35K for Donna Horii for the 2010 contracts. The motion was seconded by Deb Hoefler and the vote was unanimous.

Visitor Guide Covers for 2010 & 2011 – Jennifer Grossheim Harris discussed the long term planning for the 2011 Colorado National Monument 100th Anniversary Celebrations. She asked if the Board would object to having Monument photos for two years in a row as the front covers for the Visitor Guide. The Board was in agreement that the Monument is an important attraction in the valley and they had no concerns about photos of the Monument being used in consecutive years. Irene will bring in photo options as the Visitor Guides are developed. The Board advised they do best with a maximum of three options to look at.

Trail Grant Letter of Support – Chris Foreman, US Forest Service, requested the VCB write a letter of support for an Off Highway Vehicle trail improvement program on the Grand Mesa. The desired grant is from the Forest Service. A motion was made by Rick Martindale and seconded by Steve Meyer, to draft a letter of support. Brian Barry abstained from the vote, which passed by majority.

Special Event Funding – Aspen Dance Connection requested funding and marketing support for an upcoming event. Because the bulk of special event funding has already been dispersed, the committee

recommended \$1,500 for marketing, printing and mailing to out of county. Motion was made by Brian Barry, second by Rick Martindale; passed unanimously.

Report back from the **Open Studio Tour** which received special event funding is that more people attended and more art was sold than ever before. It was noted that the **WineFest** full-page ad thanking sponsors neglected to include the VCB. **Pork N Hops** numbers were up. They will be moving to third weekend in August. **Rock Jam** is also moving to August. Jennifer will send a current schedule of major events to the Board members.

BOARD VACANCIES – Brian Barry, Paul Petersen and Rick Martindale have all reapplied. Steve Meyers is termed out; Donia Moore resigned due to a move out of area. There are two openings with applications due on November 13, 2009. The attendees briefly brainstormed some likely candidates and several members agreed to make calls to see if these people were interested.

APPRECIATION OPEN HOUSE – December 1, 2009, 5-7 PM at the VCB. Debbie Kovalik advised that planning for this annual event is going forward although it is much scaled back.

CITY ADMINISTRATION UPDATES *City Budget Presentation* – Debbie invited all attendees to watch the budget presentation November 30th on Channel 12.

Avalon RFP – Three finalists, all with experience with historic theatres, will be interviewed next week. The GJ Symphony is coming in as a tenant, but how soon that happens will depend on the renovations needed. Debbie noted that the Avalon does not have “historic” designation, which will make renovations easier to get approved.

OTHER BUSINESS - *Gateway Canyons Questions on Lodging Tax Application* – John Williams and Barb Bowman reviewed the recent discussions held with Gateway Canyons Resort about how the expand the tent 3% payments impact their new Experius Programs. Discussions continue. The Board asked how promotion of attractions that were linked to lodging would be impacted. Barb advised them that even if the resort was not in the program, the auto museum would still be promoted.

Powderhorn's Inn at Wildewood has decided to not participate in Grand Junction's Expand the Tent for 2010. Promotion of their skiing programs will continue

STAFF REPORTS: Barbara Bowman distributed the monthly report. Tax income and lodging rates are down, as expected. Per Rick Martindale, he is starting to see improvement. Instate visitors are up. The VCB has reduced its 2010 budget by 17% and is taking a conservative planning approach for 2011.

Sales – Erin Chapman reported they are at 75% to goal for sales leads issued. The UK Fam already is showing results with a request for an itinerary. MPI tradeshow went well; good connections were made and there was plenty of time to spend with the 15 meeting planners. Erin will attend National Tour Association's big show next week. Barb and Erin have already booked 32 appointments. Roustead Tours (MN) reports their “Mystery Tour” has sold out.

Convention Servicing – Layne Whyman reviewed what convention services we now provide and gave a brief look at 2010 events.

Marketing/Promotions – Jennifer Grossheim Harris advised a conversion study is in process. Hill Aevium has assigned us a new rep, Kate Peterson, who will attend the December Board meeting. The post-season wrap up went very well. The Holiday Shopping promotion will drop on November 15th; 17 hotels are participating. The Avalon Dinner & a Movie have done well. The VCB is now looking at doing a Retail & Movie package in partnership with the DDA. Arts, Hearts & Tarts planning is in process; already getting requests from events who want to be on the calendar.

There being no further business, the meeting was adjourned at 4:50 PM on motion of Deb Hoefler, second by Steve Meyer; unanimous vote.