

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

PRESIDING: Paul Petersen, Chair

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

MEMBERS ABSENT: Deborah Hoefler

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

The meeting was called to order at 3:15 pm.

MINUTES OF NOVEMBER 10, 2009: Nathan Knoll moved to approve the minutes as written, Steve Meyer seconded, approved unanimously.

BOARD DISCUSSION ITEMS: Jennifer Grossheim-Harris presented an overview of the Online Conversion Study conducted by Hill Aevium. A total of 8,000 individuals were emailed instructions on how to access the survey; 1,110 people or 14% completed the survey. Highlights of the responses include:

- 54% visited in 2009
- 84% had visited previously
- 42% had visited 7 times or more
- 40% stayed 2 nights
- Attractions visited:
 - 78% downtown
 - 77% wineries
 - 58% Colorado National Monument
 - 48% Grand Mesa
- Activities:
 - 62% scenic drives
 - 52% shopping

Board Vacancies – Twelve applications were received, including three members who applied for reappointment. It is anticipated that Council will interview eight candidates, hopefully in December.

Election of 2010 Officers – Brunella Gualerzi nominated Brian Barry as Chair, pending reappointment; Rick Martindale seconded, passed unanimously. Steve Meyer nominated Rick Martindale as Vice Chair, pending reappointment; Nathan Knoll seconded, passed unanimously.

Expand the Tent Program Review – Barbara Bowman reported that the Inn at Wildewood (Powderhorn) and Gateway Canyons Resort will not participate in 2010. Powderhorn and Gateway

Canyons will not be included in the lodging listings in the 2010 Official Visitor Guide and both will be removed from the lodging section of the VCB's website December 31, 2009. Activities at Powderhorn and Gateway Canyons will be listed in the Visitor Guide and on the website; the Visitor Center will display brochures if lodging information is not included

The consensus of the Board is to discuss the Expand the Tent program at the 2010 annual retreat. Any suggested changes would then be discussed with hotel constituents, and any recommendations for revisions would be presented to Council for approval.

STAFF REPORTS: Barbara Bowman distributed the monthly report; November lodging tax receipts declined 21%, down 18% YTD. Grand Circle Association members are reporting increases in international bookings for 2010, particularly for visitation to national parks.

The volunteers' holiday open house will be at the Art Center December 9 from 2:00 – 4:00.

The VCB will partner with Colorado National Monument in a photo contest next year for the Monument's 100th Anniversary in 2011. The first prize photo will be featured on the cover of the Monument's 2011 calendar and will also be used in the VCB's 2011 Official Visitor Guide.

OTHER BUSINESS – Steve Meyer was recognized for his service as a Board member 2003-2009. Paul Petersen was recognized for serving as the 2009 Board Chair.

There being no further business, the meeting was adjourned at 4:45 pm on motion of Brian Barry and second by Brunella Gualerzi.