

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE BOARD OF DIRECTORS MEETING

August 10, 2010

PRESIDING: Paul Petersen, Chair

MEMBERS PRESENT: Deborah Hoefer, Glen Gallegos, Rick Martindale, Jessica Stimmel, John Williams, Per Nilsson, Nathan Knoll, Brunella Gualerzi

STAFF PRESENT: Barbara Bowman, Jennifer Grossheim-Harris, Erin Chapman, Irene Carlow

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

MINUTES OF JULY 13, 2010: Jessica Stimmel moved to approve the minutes as written, Nathan Knoll seconded, passed unanimously.

BOARD DISCUSSION ITEMS: Front Range Sales Contract Barbara Bowman reported that we have not received any new applications. We will continue to try to generate interest/applications through word-of-mouth at Front Range networking opportunities as well as the upcoming peach giveaway. Barb has been attending association meetings to maintain a presence in the Denver area. Board members asked if we can/should increase the contract amount or offer benefits in order to attract candidates. Barb responded that the City's hiring freeze is still in place and no benefitted positions will be added. This contract position is part time (20-25 hours per week). We realize that many people need/want a full time position with benefits, but the contract amount of \$25,000 plus mileage allowance and expenses is equitable for the position requirements.

Advertising/Website Contracts Finalists will make their presentations Thursday, August 12 at Two Rivers Convention Center from 8:30 am – 5:00 pm.

Budget All departments will prepare three scenarios for 2011. VCB revenue will be projected at (1) even with 2010 Revised, (2) up 2% and (3) up 5%.

STAFF REPORTS: July lodging tax collections were up 4%. August and September bookings are strong and we are optimistic that 3rd quarter results will be ahead of last year. Brochure mailings are up over 500% because of additional national advertising that was added to the marketing plan, specifically, an ad in *Oprah* magazine yielded far more responses than anticipated. Out-of-state visitation to the Visitor Center is up 6% for the month but in-state visitors declined 14%.

Sales Erin Chapman reported that we are at 52% of goal for sales leads issued. The direct mail piece will be sent to approximately 600 Denver-area clients/prospects in our database. The mailing is a cardboard peach "crate" and note cards with photos of Grand Junction's four seasons. The call to action invites recipients to bring their "crate" to one of four Denver locations to receive Palisade peaches from VCB staff and sales teams from our meeting property partners. This is an opportunity for all the sales teams to have one-on-one time with clients in a relaxed atmosphere.

The meeting planner section of our website has been revamped, allowing planners to do more specific searches and access more details. A blast email will be sent to meeting planners to announce this upgrade.

Marketing/Promotions Peach packages are on the site. An email will be sent to our database promoting the numerous September events. No Special Event applications have been received. The Independent Film Festival was canceled for this year and organizers requested approval to use the award for next year's event. Staff notified the organizers that funding awards do not carry over and they will have to re-apply in 2011.

OTHER BUSINESS: The volunteer appreciation banquet will be held Tuesday, September 7 at Two Rivers Convention Center. As part of overall budget reductions, staff suggests that only the Chair attend to represent the Board, instead of including the full Board and spouses as well as Council and spouses. The Board agreed and Paul Petersen will attend on behalf of the Board.

There being no further business, the meeting was adjourned at 4:55 pm on motion of John Williams and second of Deborah Hoefler.