

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

September 14, 2010

PRESIDING: Paul Petersen, Chair

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

MEMBERS ABSENT: Deborah Hoefer, Glen Gallegos

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

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

MINUTES OF AUGUST 10, 2010 and AUGUST 30, 2010: Rick Martindale moved to approve the minutes as written, John Williams seconded, passed unanimously.

CITY COUNCIL UPDATE: Mayor Teresa Coons reviewed Council's discussion of Proposition 101, Amendment 60 and Amendment 61 and the Ordinances that were passed unanimously in opposition to those three ballot issues.

HOST REMARKS: Tim Seeberg, Manager of Two Rivers Convention Center and The Avalon Theatre, reported that the "Dinner and a Movie" promotion at The Avalon has resulted in an estimated \$60,000 in downtown restaurant sales this year. TRCC has confirmed a 4-day conference of a large religious group the week between Christmas and New Year's, which is typically a slow time.

BOARD DISCUSSION ITEMS: Advertising/Website Contracts City Council unanimously approved the Board's contract award recommendations at last night's meeting.

Budget Staff presented the 2010 Revised and three scenarios for the 2011 Proposed budget. Debbie Kovalik stated that we may continue to make adjustments to revenue projections as the monthly lodging tax receipts are reported. Due to the uptick in revenues the past two months, 2010 revenue is now projected at a decrease of 7.5% from last year instead of a decrease of 10%. The 2010 revised budget does require spending into the fund balance.

Specific 2011 operating expenses reviewed included:

- Special Events funding was reduced to \$35,000
- Colorado Mountain Winefest funding is allocated in a separate line item

- Advertising and Website contract amounts have been reduced
- Business travel and training have been reduced

Nathan Knoll moved to adopt both the 2010 Revised Budget that reflects a 7 ½% decrease in lodging tax revenues and the 2011 multi-variant proposed budgets; Brunella Gualerzi seconded, passed unanimously.

STAFF REPORTS: Barbara Bowman gave a special recognition to Erin Chapman for planning and organizing the peach give-away in Denver, which was the final piece of the direct mail campaign. Nearly 100 meeting planners – a 17% response rate -- came to one of the 3 locations to pickup peaches.

Sales Erin Chapman reported that sales leads issued are at 58% of goal; this is an 8% decline from the same period last year. Trace calls are not generating the number of leads as they have in previous years. Also, during years of high occupancy, groups contacted us for leads because they were unable to book rooms directly; now that occupancy has declined, those leads are not necessary.

Marketing/Promotions Requests for participation in the Holiday Shopping promotion have been sent. An email was sent to our database promoting September events and in October, we will send our second/final email to Ride the Rockies participants.

Staff surveyed 715 people at Pork `n Hops, 623 were Mesa County residents.

Jennifer Grossheim-Harris was awarded a scholarship to attend marketing training sessions at Western Association of Convention Visitor Bureaus conference in Salt Lake City in mid-October.

There being no further business, the meeting was adjourned at 5:10 pm on motion of Per Nilsson and second of Rick Martindale.