

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

November 9, 2010

PRESIDING: Paul Petersen, Chair

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

MEMBERS ABSENT: Deborah Hoefer

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

GUESTS: Eric Feely

The meeting was called to order at 3:20 pm.

MINUTES OF OCTOBER 12, 2010: Glen Gallegos moved to approve the minutes as written, Per Nilsson seconded, passed unanimously.

HOST REMARKS: Eric Feely welcomed the Board to Redlands Mesa and gave an overview of the 2010 season. *Golf Week* ranked Redlands Mesa 2nd (in Colorado) in the 2010 "Best Courses You Can Play" issue. Redlands Mesa was also recognized in *Colorado Avid Golfer's* "Best of Colorado Golf -2009" winning a gold medal for "Best Golf Course – Western Slope" and a silver for "Most Scenic Golf Course".

BOARD DISCUSSION ITEMS: The Chair expressed regret at Rick Martindale's resignation, which was effectively immediately. There are now four vacancies; Deb Hoefer and John Williams have applied for reappointment. The deadline for applications has been extended to November 22.

2011 Chair/Vice Chair Election Process Members interested in serving as 2011 Chair or Vice Chair are asked to contact Paul Petersen. Elections will be held at the December meeting.

Letters of Support Two local groups have requested letters in support of their grant applications to Colorado State Parks. The Western Slope ATV Association is requesting operating funds for trail building/maintenance equipment; printing maps and brochures; funds to defray fuel costs for their volunteers who ride "Trail Patrol". The US Forest Service-Grand Valley District's application is to fund the Grand Valley OHV Crew. These volunteers provide maintenance and signage of the 255 miles of trails, as well as law enforcement activities on the trail system.

Brunella Gualerzi moved to provide letters supporting the Western Slope ATV Association and the US Forest Service-Grand Valley District in their grant applications to the Colorado State Parks. Per Nilsson seconded, passed unanimously. Staff will prepare letters for the Chair's signature.

2011 Visitor Guide Staff's selection for the cover design was distributed. Irene Carlow reported that the El Rio Rancho Motel no longer has a phone listing in the business name, as required in the Visitor Guide policy. In the process of updating the Guide, numerous attempts were made to reach the property owner, including regular and certified mailings. A response was finally received but the listing information provided only a cell phone number. There is no recording identifying it as the business phone and Barbara Bowman's voicemail message left on November 3 has not been returned. In the interest of serving the visitors, staff deleted El Rio Ranch Motel's listing in the Visitor Guide. The Board voiced support and agreement for deleting that listing.

STAFF REPORTS: October lodging tax receipts were down .6%, following three consecutive months of increases. Regional destinations indicate that occupancy is still strong but average daily rate is down.

Sales: Erin Chapman reported sales leads issued are at 74% of goal. Two CTO tour operator fams were hosted last month: a group of five from the UK and a group of six from France. An individual tour operator was also hosted. Staff met with Paul Cain, District 51 Activities Director, who has been a great partner and consistently refers teams to the VCB.

Convention Services: Layne Whyman reported that a large religious conference has been booked into Two Rivers Convention Center the week between Christmas and New Year's. With over 600 are currently registered for the 4-day event, this group is expected to have a significant positive impact on downtown businesses.

Mesa State College is putting together a bid as a start and finish location for the 2012 Quizno's Pro Challenge.

Marketing/Public Relations: Jennifer Grossheim-Harris and Karin Mast will meet with CCT Advertising next week to begin planning for 2011.

The Holiday Shopping package is underway; 15 hotels are participating and 20 businesses are offering coupons.

OTHER BUSINESS: Over 50 tourism partners attended the season wrap-up. Many reported that the 1st and 2nd quarters were slow but business picked up in the 3rd quarter and they are optimistic about 2011.

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