

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

June 8, 2010

PRESIDING: Rick Martindale, Vice Chair

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

MEMBERS ABSENT: Paul Petersen

STAFF PRESENT: Debbie Kovalik, Jennifer Grossheim-Harris, Layne Whyman, Irene Carlow

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

MINUTES OF MAY 11, 2010: Jessica Stimmel moved to approve the minutes as written, seconded by Nathan Knoll, passed unanimously.

BOARD DISCUSSION ITEMS: Special Events Rick Martindale reported on the Downtown Car Show's application; \$1,500 was requested for regional newspaper and public radio advertising. This is a long-standing event that provides good tracking of participants and organizers have been very responsive to requests for additional information. The committee recommends an award of \$2,825 to ensure adequate newspaper reach in Rifle, Glenwood Springs, Delta, Montrose and Steamboat Springs, as well as public radio ads. John Williams moved to award \$2,825 Special Events marketing assistance to the Downtown Car Show, Deborah Hoefer seconded, passed unanimously.

Advertising and Website RFP Five agencies attended the pre-solicitation conference May 26 to ask specific questions before preparing their submittals. Agency responses are due June 11.

Front Range Sales Contractor One applicant with a background in hotel sales and conference planning responded to the RFP. Staff conducted a lengthy interview and an offer has been made. Barbara Bowman will finalize the contract negotiations when she returns from vacation. The anticipated start date is mid-July.

MESA STATE COLLEGE: Tim Foster, President of Mesa State, gave an update on construction activities, student enrollment and program expansions. The greatest demand is in healthcare, business, criminal justice and teacher education. Expanding and improving facilities is a catalyst to attracting top faculty which, in turn, attracts more students.

STAFF REPORTS: Layne Whyman distributed the Ride the Rockies schedule of events, routes for Sunday's ride over the Monument and Monday's start of the week-long ride. Both Kannah Creek and the Rockslide will be featured at the beer garden, the first time that Ride the Rockies has used locals. (Palisade Brewery had already committed to the Palisade Bluegrass Festival and was unable to produce enough for that event *and* Ride the Rockies.) Layne complimented Mesa State College, the City and the County for their support and cooperation in organizing this event.

Statistics/Budget Planning Debbie Kovalik reported that May lodging tax collections decreased 6.6% from last year. In July, staff will present budget recommendations for 2010 Revised and 2011 Projected. Revenue projections are difficult because our busiest months occur after the budget is finalized; staff will develop three revenue scenarios – even, slight increase, slight decrease – to aid the budget discussions.

The Board scheduled a budget workshop July 13, 1:00 – 3:00 pm; the regular monthly meeting will follow from 3:00 – 5:00 pm.

NEXT MEETING: July 13 at the Grand Vista Hotel

ADJOURN: There being no further business, the meeting was adjourned at 5:00 pm on motion of Jessica Stimmel and second of Deborah Hoefler.