

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

July 13, 2010

PRESIDING: Paul Petersen, Chair

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

MEMBERS ABSENT: John Williams

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

The meeting was called to order at 3:00 pm.

MINUTES OF JUNE 8, 2010: Rick Martindale moved to approve the minutes as written, seconded by Brunella Gualerzi, passed unanimously.

HOST REMARKS: Debi Revis, General Manager, welcomed the Board to the Grand Vista Hotel. First quarter business was lackluster but the 2nd quarter was much better. July is strong, with an uptick in energy business (training, safety meetings); tour groups and international are both very good.

BOARD DISCUSSION ITEMS: The Chair thanked the members for attending the budget workshop and providing staff with direction on preparing the 2011 budget. The Chair also expressed thanks to staff for all the work they have done.

Front Range Sales Contractor The selected candidate had to withdraw because of personal reasons; two other individuals are interested and will respond to the RFP. The hope is to have someone on board September 1.

Advertising and Website Contracts Letters have been sent to all the agencies that responded to the advertising/website SOQ. Presentations are scheduled for all day Thursday, August 12 at Two Rivers Convention Center.

STAFF REPORTS: Monthly lodging tax receipts are recovering in the 2nd Quarter. While YTD collections are down 16% from 2009, that is a significant improvement from the 26% decline in 1st Quarter receipts. The 2nd and 3rd quarters are typically our strongest, followed by a weaker 4th quarter.

Barbara Bowman recognized Layne Whyman as the department Employee of the Month for her excellent work on Ride the Rockies.

Convention Servicing Layne Whyman reported on two large groups arriving this month, Blue Knights (retired law enforcement personnel) and Blue Star Mothers. We are finalizing details for a Colorado Bureau of Investigation conference in September.

Sales Erin Chapman reported that the Grand Mesa Youth Soccer Association (GMYSA) July tournament has been cancelled due to low registrations. The tournament dates were moved from the first weekend in October to July, but it is too late to re-schedule it back to the October dates. GMYSA's May tournament has been successful and there are plans to grow that tournament. The 2011 date, however, will fall on a very busy weekend which could potentially impact hotels' ability to block the number of rooms GMYSA requests.

Sales leads issued are 43% to goal. Sales staff hosted three fams in 2 ½ weeks – groups from France, Mexico and Germany. The German group (11 agents) was from FTI, one of the country's largest privately-owned tour companies.

The direct mail campaign will target 700 Front Range meeting planners. The mailing will include a small peach "crate". The call to action is for the recipient to bring the "crate" to one of four locations in the Denver area and receive a few fresh peaches, compliments of the VCB. The give-away will be August 24-25 and each location will be staffed by the VCB and our hotel partners.

Marketing/Promotions Jennifer Grossheim-Harris and Gaylene Ore delivered fresh cherries (donated by High Country Orchards) to numerous Front Range media outlets. The resulting media coverage is valued at approximately \$10,000. Fresh peaches will be delivered to media in August and Chef Wayne will appear on 9News/Colorado & Company.

Both Miles Media and Hill Aevium have been advised that approximately 12% of their 2010 contract expenditures are frozen until further notice because of declining revenue. Staff identified specific items in the Marketing Plan that will not be implemented unless/until revenue increases.

NEXT MEETING: The August 10 meeting will be at Il Bistro Italiano; October 12 meeting will be at the Doubletree Hotel.

ADJOURN: There being no further business, the meeting was adjourned at 4:00 pm on motion of Deborah Hofer and second of Nathan Knoll.