

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

JULY 12, 2011

PRESIDING: Per Nilsson, Chair

MEMBERS PRESENT: John Williams, Paul Petersen, Renae Phillips, Nathan Knoll, Glen Gallegos, Lynne Sorlye, Jessica Stimmel (via teleconference)

MEMBERS ABSENT: Ron Beach

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

GUEST: Karin Mast

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

MINUTES OF MAY 10, 2011: John Williams moved to approve the minutes as written, Lynne Sorlye seconded, approved unanimously.

MILES MEDIA: Karin Mast reported that the mobile site was launched in June, per the Board's direction given at the annual planning retreat. Over 2,800 people accessed the mobile site, representing 8% of overall traffic. The Board asked about adding apps to the mobile site; Miles recommends considering apps when traffic reaches 20%+.

Karin reviewed overall website activity:

- Calendar of events page is the most popular, lodging is #2 and wine country #3
- 77% of referrals are from search engines
- 2nd Quarter email click-through rate was 21.7%
- 8% of June traffic was from campaigns (compared to 1%–2 ½% in 2010)
- Delivery rate was 99%, open rate was 23.6%

Miles Media was awarded the Colorado Tourism Office contract for colorado.com. The new website will be launched September 23 at the Governor's Conference on Tourism.

HOST REMARKS: Tim Foster welcomed the Board and stated that on August 10, the name will officially change from Mesa State College to Colorado Mesa University. The campus and the student body continue to grow, providing an estimated annual economic impact of \$317 million. Fall 2010 enrollment was 8,300 students, Fall 2011 is expected to be 9,000. The newly-renovated Houston Hall will open in Fall 2011 as will Bunting Hall, a 328-bed residence hall.

BOARD DISCUSSION ITEMS: Special Events Nathan Knoll reported on three applications reviewed by the committee:

Grand Valley Kennel Club AKC Dog Show - \$1,000 requested This show has been held in Grand Junction for over 30 years; this year's event will be at the Fairgrounds September 29-October 1. Over 500 people attend, 70% from out of town. The committee recommends funding the full amount, designating \$750 for advertising and \$250 for printing. Glen Gallegos moved to award \$1,000 in Special Events marketing assistance to the Grand Valley Kennel Club AKC Dog Show, Lynne Sorlye seconded, passed unanimously.

Downtown Car Show - \$1,500 requested This is the 11th year for this 1-day event which is scheduled for September 26. Attendance is approximately 3,000 with 250 from out of town. Attendees will be encouraged to tour the Colorado National Monument and Grand Mesa Scenic Byway. The committee recommends funding the full amount to be used for print or talk radio promotions outside the Grand Junction area. John Williams moved to award \$1,500 in Special Events marketing assistance to the Downtown Car Show, Renae Phillips seconded, passed unanimously.

An Evening with Edgar Allen Poe - \$2,090 requested This new event would offer poetry, theater, music, dance and performance art at a variety of small venues on Main Street. It would be the same weekend as the Western Colorado Writers Forum (October 7-8) in hopes of attracting Forum attendees. The organizer has indications of interest regarding possible venues as well as some in-kind support, but no firm commitments. However, there are no true sponsors and the application requests the VCB provide 100% funding; projected costs include a membership fee, logo design, printing and mailing costs. The committee recommends no funding for the event but the VCB could provide the same types of support given to others, e.g., listing on our website calendar, displaying posters at the Visitor Center, providing a media list and sample press release.

Glen Gallegos moved to award \$350 in Special Events marketing assistance to An Evening with Edgar Allen Poe, contingent upon the event receiving matching cash funds from another sponsor; Renae Phillips seconded. Motion passed 5 – 3.

Retreat Follow-Up Debbie Kovalik reviewed accomplishments/issues that are being acted upon:

- Mobile site launched in June
- Continue to promote/work with biking events
- Calendar of events is most popular web page
- Colorado National Monument park status – Barb Bowman on committee
- Community outreach – May Board meeting in Fruita; August in Palisade
- Continue positive relationship with Colorado Mesa University
- Board members are attending Special Events

John Williams suggested that other issues identified at the retreat be discussed at future Board meetings when there is a "light" agenda. The Board indicated they would like to host a breakfast or lunch meeting with Council; staff will work on scheduling.

OTHER BUSINESS:

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