

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

January 11, 2011

PRESIDING: Per Nilsson, Chair

MEMBERS PRESENT: John Williams, Paul Petersen, Glen Gallegos, Jessica Stimmel, Nathan Knoll

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

GUEST: Joan Anzelmo, Superintendent, Colorado National Monument

The meeting was called to order at 3:05 pm.

MINUTES OF DECEMBER 14, 2010: Paul Petersen moved to approve the minutes as written, Jessica Stimmel seconded, passed unanimously.

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

Colorado Professional Rodeo Finals 2011 - \$5,000 requested This event has been held in Grand Junction for over 50 years; it is the State championship that qualifies winners to go to the national rodeo finals. Estimated attendance in 2010 was 3,700 with 25%-35% from out of town. This event is the same weekend as Colorado Mountain Winefest but does not really compete for hotel rooms (approximately 80 rooms per night). Rodeo organizers are exploring the feasibility of offering a free shuttle from Winefest to the Rodeo and have had preliminary discussions with Winefest organizers. The committee recommends an award of \$1,500 -- \$1,000 to design/print posters and brochures, \$500 for an ad in "Fence Post".

John Williams moved to adopt the committee's recommendation to award \$1,500 in Special Event marketing assistance to the Colorado Pro Rodeo Finals 2011, Glen Gallegos seconded, passed unanimously.

Artspace & Open Studios - \$4,000 requested This event is scheduled for two weekends: May 14-15 and October 8-9. Tours of local artists' studios is free to the public; 2010 attendance was 7,230 with 2,800 from outside Mesa County. Artists reported strong sales to attendees from many different states and Canada. The committee recommends \$3,500 for brochures and for advertising outside of Mesa County.

John Williams moved to adopt the committee's recommendation to award \$3,500 in Special Event marketing assistance to Artspace and Open Studios, Glen Gallegos seconded, passed unanimously.

Downtown Art & Jazz Festival - \$3,500-\$4,000 requested Estimated attendance at this 3-day event is 10,000 – 12,000; out-of-town attendees are estimated at 2,000 but it is difficult to collect data at an outdoor free event. The music line-up consists of 50% out of area musicians and 50% local musicians with more money spent on high quality bands than in the past. This is a downtown signature event which the VCB has supported for many years. The committee recommends an award of \$3,500 for print and/or radio advertising in resort areas and in eastern Utah.

Jessica Stimmel moved to adopt the committee's recommendation to award \$3,500 in Special Event marketing assistance to the Downtown Art & Jazz Festival, Glen Gallegos seconded, passed unanimously.

Suzy Bogguss concert - \$1,000 requested The applicant is Mosaic, a non-profit organization serving people with intellectual disabilities. The local organizer has promoted two Suzy Bogguss concerts in Moab and will use mailing lists from those concerts to generate interest/attendance at this performance. The concert would be held at The Avalon Theatre April 16. The committee recommends an award of \$500 to be used for direct mail.

Discussion: Is this an "event"? How is this different than other concerts and concert promoters? The Board has declined to fund similar applications in the past based on the same questions and issues.

Glen Gallegos made a motion that Special Event marketing assistance not be awarded to the Suzy Bogguss concert, Paul Petersen seconded, passed unanimously.

Board Vacancies: Council conducted interviews January 6; formal appointment will be on the January 19 Council agenda. The Chair noted that additional members need to be appointed to the Special Event Committee; those assignments will be made after a full Board is seated.

February Meeting: The Chair will be out of town on business February 8, as will Barbara Bowman. Because the new members' first meeting will be in February, the Chair requests the meeting be rescheduled to February 1 to ensure full attendance. Paul Petersen moved to reschedule the regular monthly meeting from February 8, 2011 to February 1, 2011; Jessica Stimmel seconded, passed unanimously.

Annual Retreat: The Chair and staff have researched possible dates in March for a one-day planning session similar to the 2010 retreat; the recommended date is Thursday, March 24. CCT Advertising and Miles Media will attend and make presentations. John

Williams moved to hold the Annual Planning Retreat at The Chateau at Two Rivers Winery on Thursday, March 24; Nathan Knoll seconded, passed unanimously.

STAFF REPORTS Barbara Bowman reported that December lodging tax receipts were up 4.7% over last year. 2010 year-end receipts were down 5.5% from 2009, which was a strong recovery from the 20% decline experienced through the first five months of the year.

Sales: Erin Chapman stated that 9 sales leads were issued in December for a total of 78 leads issued for the year, or 91% of the goal. The economic impact of leads confirmed during 2010 was \$6,444,609, which was also 91% of the goal. Staff made 97 contacts at Destination Colorado's Front Range trade show in December.

Stefanie Loesche-Maher has accepted the Denver sales contractor position effective February 1.

Convention Services: Layne Whyman reported on the Faithwalkers West conference which was held at Two Rivers Convention Center the week of December 27; over 700 people were pre-registered. This is the first time Grand Junction has hosted this regional conference and it was very successful.

COLORADO NATIONAL MONUMENT Joan Anzelmo complimented the VCB staff for their strong collaboration with all segments of the community to promote visitation to the Grand Valley. The two organizations have enjoyed a close working relationship for many years and the VCB's marketing efforts on behalf of the Monument have been very successful.

The focus for 2011 will, of course, be the 100th Anniversary with numerous activities and events throughout the year. Over 1,300 people attended the Anniversary kick-off fireworks New Year's Eve.

2010 was a record year for visitation to the Monument – 738,253 up 3% over 2009, with increases in all categories (campers, hikers, cyclists). Participation at events increased with over 6,400 attending the ranger interpretive programs. Entrance fee revenue held steady even though 15 free days were offered during the year. The Monument received \$253,000 in stimulus funds, all of which was spent on trail improvements. During 2010, the Monument's direct local spending was in excess of \$550,000 hiring contractors and making purchases from area businesses. The Monument's total operating budget (along with all discretionary agencies' budgets) may be cut to 2008 levels, which would be a decrease of approximately \$500,000. We may not know what the budget impact will be until April.

Sen. Udall's office plans to hold a field hearing in Grand Junction regarding National Park designation. A date has not been confirmed, but it is tentatively scheduled to be during the 3rd week of February.

STAFF REPORTS-Marketing & Public Relations: Jennifer Grossheim-Harris said that the 2011 Marketing Plan may not be ready to distribute at the February 1 meeting. She did distribute and briefly reviewed the scope of work for both CCT Advertising and Miles Media.

- Radio will be added, the first time in several years
- Online emphasis, ad networking, behavioral marketing
- Marketing to the meetings segment is very similar to last year

The VCB will be the wine sponsor of 5280's "Single in the City" VIP event February 18. Two local wineries are donating wine and will pour at the event.

Other Business: The Doubletree Hotel will host a meeting of lodging property general managers/owners February 3 at 8:00 am.

There being no further business, the meeting was adjourned at 5:20 pm on motion of Jessica Stimmel and second of John Williams.