

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

OCTOBER 11, 2011

PRESIDING: Per Nilsson, Chair

MEMBERS PRESENT: John Williams, Ron Beach, Renae Phillips, Glen Gallegos, Lynne Sorlye, Nathan Knoll, Jessica Stimmel

MEMBERS ABSENT: Paul Petersen

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

GUESTS: Ed Miller

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

VOLUNTEER RECOGNITION: Melanie Wiseman introduced Ed Miller, who began volunteering at our Visitor Center in January 2002. Ed received the 2011 Governor's Tourism Award for Outstanding Tourism Volunteer; the award was presented at the Governor's Conference on Tourism in Loveland on September 21. Ed stated that this award really belongs to all the volunteers and staff because the entire organization is one team, providing high quality services to our visitors.

MINUTES OF SEPTEMBER 13, 2011: Jessica Stimmel moved to approve the minutes as written, Renae Phillips seconded, approved unanimously.

BOARD DISCUSSION ITEMS: Nathan Knoll reported on the Special Events Committee's review of the USA Pro Cycling Challenge request for funding. After reviewing all the elements of the RFP, the Committee recommends that the VCB's support be directed specifically to the media portion because staff has significant expertise in media relations. Media costs are broken into several sections, including lodging, meals and location/equipment for the main media venue. The VCB would assist with logistics for media from out of the area.

The Committee discussed impacts on both the budget and staff time. The actual event may be only 2 days but the impact on staff is a big commitment because there are numerous other events that staff will be supporting and providing services to.

The Committee recommends the following \$45,000 support package:

- \$15,000 cash contribution from the events portion of the budget
- \$15,000 from other program areas to be identified in 2012

- \$15,000 for use of Two Rivers Convention Center (space and equipment) as the main media center. This will be a recommendation to City Council to “donate” the space but the costs will come from the VCB’s budget (because TRCC would not be able to rent the space to other events during that time).

The cash funding would be with the stipulation that VCB funds cannot be used to pay for lodging or alcohol. A letter to the Local Organizing Committee detailing the VCB’s funding package would specify how the VCB’s funds must be allocated.

The VCB’s funding of TRCC expenses does not include meals or food/beverage items. The media center requirements are very specific for T1 lines, copiers, printers and other equipment that must be provided; those hard costs are included in the \$15,000 TRCC expense.

**BOARD DISCUSSION/COMMENTS:**

- Is the Local Organizing Committee looking for \$45,000 cash contribution?
  - The bid is not dependent on very much sponsorship money; they want to demonstrate the community’s financial commitment
- The Board established the process for review by the Committee with input by staff
- There has been a thorough review, want to be true to the process
- Important to utilize the VCB’s expertise in media relations
- Board and staff fully support the event
  - Need to be diligent about all other marketing programs and the impact on the 2012 budget

Glen Gallegos moved to provide a total of \$45,000 in support of the 2012 USA Pro Cycling Challenge as follows:

- \$15,000 cash contribution from the events portion of the budget
- \$15,000 from other program areas to be identified in 2012
- Recommend to City Council \$15,000 for use of Two Rivers Convention Center (space and equipment) for use as the main media center.

Renae Phillips seconded. Motion carried 7-0, John Williams abstained.

Staff is directed to prepare a letter to the Local Organizing Committee detailing the Board’s action.

Budget Update: The 2012 City budget will be presented to Council on October 19.

**STAFF REPORTS:** Erin Chapman reported that Denver sales contractor Stefanie Maher has already met her annual goals for sales leads and site inspections. Staff hosted a site inspection/fam for the CTO’s in-market sales representatives from France, UK, Mexico, Germany and Japan. It is very important for these individuals to see and experience our product first-hand so they can sell Grand Junction more effectively.

Layne Whyman reported on several events:

- The Pro Rodeo Finals had an increase in attendance, in spite of the rain
- Colorado Parks & Recreation Association conference was well-attended and had numerous activities at various venues
- Tour of the Vineyards day-of registration was very high and there were many first-timers
- Winefest gate sales were down slightly but winery revenues were very strong

Convention Servicing has worked with 125 events YTD, exceeding the goal of 120.

Jennifer Grossheim-Harris reported on marketing/public relations activities:

- Completed a 1-week photo shoot with Ken Redding that resulted in over 100 images
- Organized and completed a photo shoot by Denver Art Institute students; the VCB has 1-year usage rights to over 1,000 images
- Peach packages saw limited activity
- Partnered with the DDA, Colorado National Monument Association and Allen Unique Autos for Downtown Car show participants to tour over the Monument; Allen Autos hosted a reception and provided funding; this is the final promotion for the Monument's 100<sup>th</sup> Anniversary

Barbara Bowman distributed the monthly statistical reports and noted that September lodging tax receipts were even with last year; however, net monthly revenue shows a decline of \$18,527. This resulted from an audit that was conducted by the City Auditor after a lodging property requested a refund of overpayment of lodging tax.

OTHER BUSINESS: The Western Slope ATV Association requested a letter of support for their grant application to Colorado State Parks. The Board reviewed and approved the letter presented by staff.

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