

GRAND JUNCTION VISITOR & CONVENTION BUREAU  
BOARD OF DIRECTORS MEETING

January 14, 2014

Museum of the West  
462 Ute Ave.  
Grand Junction, CO

PRESIDING: Per Nilsson, Chair

MEMBERS PRESENT: Mike Bell, Lon Carpenter, Brad Taylor, Billie Witham, Sharon Woelfle, Kevin Reimer, Glen Gallegos

MEMBERS ABSENT: Kate Graham

GUESTS: Peter Booth, Museum of Western Colorado

STAFF PRESENT: Barbara Bowman, Debbie Kovalik, Mistalynn Meyeraan, Holly Prickett, Kim Machado

The meeting was called to order at 3:03 p.m.

Minutes from the December 10, 2013 Board Meeting: Mike Bell moved to approve the minutes as written, Lon Carpenter seconded; motion approved.

Chairman remarks: Per Nilsson welcomed new board member Billie Witham and returning board members Kevin Reimer and Sharon Woelfle. Both Kevin and Billie gave a brief background of their experience and business. Per said he is encouraged to have more hoteliers on the board and expects 2014 to be a good year. Attendance from all board members is necessary. The by-laws state that board members must attend 2/3 of the board meetings within a 12 month period. If a board member is unable to attend a meeting, they will need to notify Per and Barb.

Host remarks: Peter Booth, Executive Director of The Museum of Western Colorado, welcomed everyone and gave a brief overview of upcoming events and exhibits at all three of the Museum's facilities. He thanked the board and the VCB for their support of the research study conducted last summer.

Board Discussion Items

Special Events Policy

Brad Taylor mentioned that a challenge with the application is the struggle with the amount allocated to a special event versus the number of out of town people it brings in. Debbie Kovalik said that some events can track attendance through ticket sales but how specific the data is (ex. Number of out of town people, etc.) is unknown. The application is a guide to help us make the best decisions. Kevin Reimer asked if we should continue to fund the same events or only new events instead. Glen Gallegos

added that perhaps funds allocated for special event funding can be better used in other marketing areas. Barb Bowman said that Boulder will only fund events held in the off-season. A suggestion was made to add two columns to the special event funding worksheet that will include the date the event started and how many years it has received funding from the VCB.

The board members agreed that this topic should be further discussed at the board retreat as we establish our 3 – 5 year strategic plan.

#### VRBO Properties – Special Committee

Barbara reported that City Attorney, John Shaver, recommended that a committee made up of VCB board members be formed to determine whether or not vacation rentals in Grand Junction that pay the city's lodging tax should get the same marketing opportunities as lodging properties that are open year-round; and what the parameters/guidelines should look like. Lon Carpenter, Billie Witham, and Sharon Woelfle volunteered to be on the committee. Barbara said that further details will follow.

#### Board Retreat

The board decided that either March 3<sup>rd</sup> – 4<sup>th</sup> or March 17<sup>th</sup> – 18<sup>th</sup> will be the dates for the retreat. Barb will contact the facilitator, Jim Clark to see if he is available on either of those dates.

*Update: In an email communication to the board on 01/31/2014, Per indicated that March 4<sup>th</sup> and 5<sup>th</sup> will be the retreat dates at Two Rivers Winery and Chateau.*

#### "The Travel Effect" Travel and Tourism Annual Meeting

Barb gave an overview of the upcoming annual meeting on Tuesday, January 21<sup>st</sup>, featuring "The Travel Effect" presentation from United States Travel Association's senior VP of research, David Huether. Many hotel owners and general managers have not RSVP'd to the invitation. Billie Witham, Sharon Woelfle, and Lon Carpenter volunteered to call on some of the properties. Brad Taylor offered to call some of the other constituents on the invite list.

#### Visitor Guide

Mistalynn Meyeraan reported that the 2014 Official Visitor Guide will be ready sometime in February. A proof will be available at the February 11, 2014 board meeting. The VCB will once again coordinate delivery of the visitor guide with staff and board members, similar to what was done successfully in 2013.

#### 2014 Marketing Plan

The 2014 Marketing Plan will be available at the February 11, 2014 board meeting.

#### 2013 Annual Report

Mistalynn presented a proof of the VCB's 2013 annual report. This is the first ever annual report produced by the VCB and it will be released at the upcoming annual meeting on January 21<sup>st</sup>.

## Other Business

### Board Recognition

Lon Carpenter was recognized as board chair for 2013. Barb thanked him and presented him with a framed painting by Gary Hauschulz that was painted with red, white, and fruit wines from local wineries.

### Board Reports / Performance Dashboard

The board reports have been converted from a spreadsheet format to a dashboard format. This will provide an easier and quicker analysis on key performance indicators.

The next board meeting is on Tuesday, February 11, 2014 at the Holiday Inn & Suites.

There being no further business, Brad Taylor motioned to end the meeting; Sharon Woelfle seconded, motion passed. The meeting was adjourned at 4:51 p.m.