

GRAND JUNCTION VISITOR & CONVENTION BUREAU  
BOARD OF DIRECTORS MEETING

February 11, 2014

Holiday Inn & Suites  
2751 Crossroads Boulevard  
Grand Junction, CO

PRESIDING: Per Nilsson, Chair

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

MEMBERS ABSENT: Billie Witham

GUESTS: Lisa Eckert – Colorado National Monument Superintendent; Katie Stevens – Bureau of Land Management Grand Junction Field Manager; Dave Grossman – Epic Rides; Pattie Welch, Ashley Roybal, Anne Macomber – PILGRIM Advertising

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

The meeting was called to order at 2:58 p.m.

Minutes from the January 14, 2014 Board Meeting: Brad Taylor moved to approve the minutes as written, Kate Graham seconded; motion approved.

Board Discussion Items

Grand Junction Off-Road Event 2013 Summary – Dave Grossman, Epic Rides

Dave Grossman showed a video recapping the 2013 Grand Junction Off-road event and also shared the post survey results. There were 310 total participants in the event and 60% of that responded to the survey. Results showed:

- Over 90% were satisfied with the event; the remaining were not satisfied due to the hot weather
- 33% were from Colorado; 31% from Arizona; 17% from Grand Junction; and 10% from Utah; 9% other areas
- Over 70% stayed in hotels; 15% camped; 12% stayed with family and friends; 3% other accommodations
- Over 50% stayed three or more days
- 88% would return to Grand Junction for a visit
- 86% would definitely recommend the event to a friend

The 2<sup>nd</sup> annual event will be held on August 29 – 31, 2014. The goal is to have 600 riders and further develop the pro category. Dave thanked the City, Bureau of Land Management, and Mesa County for their continued support for the event.

### Tourism Check-in – Lisa Eckert, Superintendent, Colorado National Monument

The Colorado National Monument (CNM) released a report on February 10, 2014 that summarizes information gathered at public workshops conducted last summer regarding use of the national park site. The report can be accessed at [www.nps.gov/colm/parkmgmt/community-engagement.htm](http://www.nps.gov/colm/parkmgmt/community-engagement.htm). The 2<sup>nd</sup> round of listening sessions is planned for March 11 – 13, 2014.

The CNM is working on 22 special use permits this year. All have been approved with the exception of one (large wedding). Of the larger events, Tour of the Moon has been approved. Tour of the Valley is pending application.

The annual report will be released within the next few weeks outlining the economic benefit of the CNM in the area for the year 2012, and will be available on the [www.nps.gov](http://www.nps.gov) website. For 2013, the entrance stations generated over \$586,000 in revenue. Since some of those funds are required to be allocated toward special projects enhancing the visitor experience, the pavement at the west-side tunnels will be resurfaced.

### Special Recreation Event Permitting – Katie Stevens, Grand Junction Field Manager, Bureau of Land Management

The Grand Junction Field Office of the Bureau of Land Management (BLM) is currently reviewing several Special Recreation Permit (SRP) applications to ensure a balance of local use and demand on the trail system that may impede local users. They are closely looking at each permit. For example, there are enough mountain bike events on public lands for 2014. If every permit was approved, there would be a mountain bike event every weekend.

The Resource Management Plan will establish criteria to ensure the right events are in the right places. The BLM's goal is to be fair to all applicants and they will decide how and which events should be held on public lands. This year there will be a pause on permits due to declining resources. The new permitting process in Ruby Canyon is working.

### PILGRIM Advertising – Pattie Welch, Ashley Roybal, Anne Macomber

The PILGRIM Advertising team presented a recap of the 2013 marketing efforts and media advertising campaign for 2014. This year our efforts will focus on reminding people why Grand Junction should be their next destination and offer an experience to share with others. The goal is to inform and educate, then repeat and refer.

- Media Flowchart targets the leisure, groups, and meeting planner segments.
  - The leisure focus will be on radio, print, and online advertising to increase visitation in April and May.
  - The groups and meeting planner focus will be on print publications of associations, and online banners. We will not be able to do billboards due to budget constraints.
- Creative Brief
  - Targets the 30 – 55 age group gearing towards wine and outdoor activities.
  - The share idea/strategy will incent people through prizes and publicity - #sharegj.
- Creative
  - Feature a series of print ads in the Colorado State Summer vacation Guide – biking with family, golf, and girls weekend; making the emotional connection, the “Travel Effect”.
  - A campaign will be created with a landing page and will leverage the new online booking engine.
- Online banners / Sponge Cell Banners will contain content encouraging the user to take action. The goal is to connect the “book now” within the sponge cell banner.

## 2014 Marketing Plan and Official Visitor Guide – Mistalynn Meyeraan

Mistalynn shared the 2014 Marketing Plan with the board and further reported that the 2014 Official Visitor Guide is currently at press and will be available around February 19, 2014

### Other Business

#### Vacation Rental Home Committee

Sharon Woelfle reported that a committee met to review the pros and cons of marketing vacation rental homes in the Grand Junction area. She further moved that the board direct the City Attorney to suspend all Grand Junction vacation rental homes from paying the lodging tax indefinitely until further notice through an administrative regulation. During this time, the Staff and Board will conduct research on the Vacation Rental Home product, which will include contacting other CVB's as to how they represent and include, or not, the Vacation Rental Home product in their marketing efforts.

After a sufficient time has passed for this research and evaluation, a presentation on the findings will be presented to the VCB Board, who will make the final determination concerning this lodging product.

Lon Carpenter seconded the motion made by Sharon Woelfle; motion passed unanimously.

#### Special Event Committee Update

The committee reviewed five applications for special event funding:

Classic Mountain Bike Race - \$3,000 requested - weekend of May 10, 2014. Expecting 65 - 70 participants. Event to be held on the Kokopelli trail in Fruita. The committee recommends not funding this event.

Grand Valley Marathon – \$1,000 requested - May 10, 2014. The committee recommends not funding this event due to the application not being received within the required deadline, the application did not meet established criteria, and the organizers did not submit the follow-up survey from last year's event.

Tour of the Moon – \$5,720 requested for a specific ad - October 4, 2014. The committee recommends funding the full amount requested.

Colorado Lavender Festival - \$5,737 requested for specific marketing - July 11 - 13, 2014. Attendance at last year's event was 3,500 – 4,000 people with approximately 1,000 from out of town. The committee recommends funding \$3,000 which is the same as last year.

Rumble at 18 Road Mountain Bike Race – April 19, 2014. \$2,500 requested. Application was not submitted by the required deadline. The committee feels this is a potentially good event to fund and recommends \$1,500.

Kate Graham moved to approve the committee's recommendations for the above mentioned events; Lon Carpenter seconded. Motion passed.

#### Board of Directors Retreat

The retreat will be held on March 4 – 5, 2014 at the Two Rivers Chateau and Winery. The program will start at noon on Tuesday, the 4<sup>th</sup> and is expected to end mid-afternoon on Wednesday, the 5<sup>th</sup>. The focus will be on developing a 3 – 5 year strategic plan and we will have Jim Clark, from Visit Fort Collins, to facilitate the

discussion. A survey will be sent to the board prior to the retreat to gather thoughts on challenges and opportunities before the GJVCB.

#### Sales and marketing update

There are two applicants for Front Range Sales Contractor position; Ernst Wolfinger and Marci Kurronen. Both work and live in Denver, CO. Interviews have been scheduled for Wednesday, February 12, 2014.

There has been an increase in leads on Cvent due to the additional investment in our membership, giving us a higher search ranking. There have been 4 leads so far in the Front Range Sales efforts. Overall group sales efforts are at 15% to goal.

In April and May, we have 6 new groups this year, including the Master's Swim Meet.

There were over 120 attendees at the 1<sup>st</sup> annual Travel and Tourism meeting. Barbara thanked all the board members for attending.

Due to staff attending the International Pow-Wow trade show, the April 8, 2014 board meeting has been moved to April 15, 2014.

There being no further business, Mike Bell motioned to end the meeting; Lon Carpenter seconded, motion passed. The meeting was adjourned at 5:08 p.m.