

GRAND JUNCTION VISITOR & CONVENTION BUREAU  
BOARD OF DIRECTORS MEETING

April 15, 2014

Dinosaur Journey  
550 Jurassic Court  
Fruita, CO

PRESIDING: Per Nilsson, Chair

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

MEMBERS ABSENT: None

GUESTS: Peter Booth, Executive Director – Museum of Western Colorado

STAFF PRESENT: Barbara Bowman, Debbie Kovalik, Mistalynn Meyeraan, Holly Prickett, Kim Machado, Erin Chapman, Kristin Lynch, and Kristin Winn

The meeting was called to order at 3:09 p.m.

Minutes from the February 11, 2014 Board Meeting: Lon Carpenter moved to approve the minutes as written, Brad Taylor seconded; motion approved.

Peter Booth, Executive Director, Museum of Western Colorado shared results from the 2013 visitor survey. The survey targeted visitors who visited all museum facilities from June through September, 2013. Results from that survey concluded that more visitors come from California than from the Front Range. The 2014 survey will also be conducted from June through September and will include questions to determine what visitors are doing during their stay to the Grand Valley. Peter distributed drafts of the visitor and resident surveys for review and welcomed any feedback.

### Board Discussion Items

#### Staff Reports

Marketing: Mistalynn Meyeraan reported that our advertising campaign, Get Smart content, and the Online Booking Engine have all recently launched. Website visits are up almost 67% over 2013.

Group Sales: Erin Chapman reported that group sales are 30% to goal for the year. Our former Front Range Sales Representative, Stefanie Maher, made 307 contacts from January 1<sup>st</sup> through March 31<sup>st</sup>. Marci Kurronen, our new Front Range Sales Representative, started on March 11<sup>th</sup> and has made 64 contacts in March. A meeting planner familiarization tour is scheduled for April 25<sup>th</sup> – 27<sup>th</sup>. Staff has attended 4 trade shows in the last 3 months: NTA (National Tour Association), International Pow Wow, GO West, and Meetings Industry Council. Glen Gallegos suggested moving the Front Range Sales Representative position from part-time to full-time. Barbara Bowman replied that it may be possible for 2015 and we will consider that during the 2015 budget process.

Convention Services: Kristin Lynch reported that we are serving 89 groups and events towards a goal of 132 for 2014 – 2016. Recent groups/events serviced include the Dreamcatcher Half Marathon which was well attended. 23 different states were represented and over 50% of the participants were from outside of Mesa County. The Masters Swim Meet was in March and positive feedback was received from the participants. Grand Junction may be added in their 3 – 4 year rotation. The month of April will be busy with several groups and events planned.

Brad Taylor commended Kristin and Mistalynn for assisting with the delegation of small-town mayors, county supervisors, and state parks officials from the Sedona-Verde Valley region of Arizona who were here to tour the Colorado Riverfront Project.

Visitor Services: Kristin Winn reported that visitation doubled in March over February. We're entering our busy time of the year. The 2<sup>nd</sup> Annual Tourism Open House will be held on May 7<sup>th</sup> at the visitor center. Front-line hotel and retail employees from Horizon Drive and downtown have been invited to attend with the goal of helping them become more familiar with the area attractions and all that the visitor center offers.

### Special Event Committee Update

Mike Bell reported that the special event committee reviewed 4 requests for event funding and made the following recommendations:

Peach Festival – August 14 – 17, 2014 in Palisade. *Amount requested: \$6,000.* Recommend: \$2,000. This recommended amount is similar to what has been funded for other large events in Palisade. In addition to this funding, the VCB provides in-kind services to promote the festival, including a peach campaign in Denver and public relations.

Palisade Bluegrass Festival – June 13 – 15, 2014 in Palisade. *Amount requested: \$3,650.* Recommend: \$2,000.

Colorado Riverfront Concert Series – June 12<sup>th</sup>, July (TBD), and August 14, 2014 at the James M. Robb Colorado Riverfront State Park – Fruita section. *Amount requested: \$8,945.* Recommend \$720. Funds will be used for radio ads in Moab.

Western Colorado Classic Auto Event – August 29 – 31, 2014 at Canyon View Park. *Amount requested: \$14,533.* Recommend: \$7,100, which is the same amount awarded in 2013. Not all of those funds were spent. Glen Gallegos moved to fund \$5,000 for the event; Lon Carpenter seconded to discuss the motion. A lengthy discussion ensued on special event funding. Mike Bell suggested that Mistalynn go back to the organizer of the Classic Auto Event to get more clarification on the marketing they are requesting and report back to the board.

**Update: Mistalynn Meyeraan and Holly Prickett met with the event organizer and received further clarification on the marketing for this event. The information was forwarded to the board via email on 5/5/2014. Mike Bell motioned to fund this event at \$7,100. Brad Taylor seconded; motion passed by majority who responded. Two board members did not respond.**

The board agreed to devote a future board meeting for the purpose of reviewing the special event policy. Kevin Reimer motioned to approve the recommended funding amounts for the Peach Festival, Palisade Bluegrass Festival, and the Colorado Riverfront Concert Series. Mike Bell seconded; motion passed. Brad Taylor refrained from voting on the funding for the Colorado Riverfront Concert Series since he is a board member of the Colorado Riverfront Commission.

### Follow-up from Board Retreat

Barbara Bowman provided a summary of the strategic priorities that the board members agreed on at the board retreat. As directed by the board, the VCB staff established goals for each priority. Due to lack of time, discussion on this will be moved to the May board meeting.

### Visitor Guide Delivery Update

Sharon Woelfle reported that she participated with the VCB staff in delivering the 2014 Official Visitor Guide to some of the area wineries. All of them were very receptive and gave positive feedback on our efforts. She encouraged the board to participate in this activity next year.

### Other Business

Sharon mentioned that she attended the Colorado National Monument listening session at Two Rivers Convention Center. She also attended the meeting at Colorado Mesa University where Senator Mark Udall discussed draft legislation to change the Colorado National Monument to a National Park.

There being no further business, Mike Bell motioned to end the meeting; Sharon Woelfle seconded, motion passed. The meeting was adjourned at 5:36 p.m.