

GRAND JUNCTION VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS MEETING

May 13, 2014

Rocky Mountain Gun Club
545 31 Road
Grand Junction, CO

PRESIDING: Mike Bell, Vice Chair

MEMBERS PRESENT: Lon Carpenter, Brad Taylor, Kevin Reimer, Kate Graham, and Billie Witham

MEMBERS ABSENT: Glen Gallegos, Per Nilsson, Sharon Woelfle

GUESTS: Jamie Hamilton – JUCO Chairman; Doris Blake, Bill Harlos, and Duane Phelps – VCB Volunteers; Chris Clemons and Erica Granger – PILGRIM Advertising

STAFF PRESENT: Barbara Bowman, Debbie Kovalik, Mistalynn Meyeraan, Kristin Winn, and Kim Machado

The meeting was called to order at 3:07 p.m.

Minutes from the April 15, 2014 Board Meeting: Lon Carpenter moved to approve the minutes as written, Kate Graham seconded; motion approved.

JUCO Update

Jamie Hamilton thanked the VCB Board and staff for their continued support of JUCO and sponsorship of the JUCO Banquet. This year's featured banquet speaker is Tony La Russa, former manager of the St. Louis Cardinals. Our sponsorship helped to secure him. Because of the economy sponsorships are down, including long-time sponsorships.

Volunteer Recognition

Kristin Winn reported that there are 10 volunteers who have reached hour milestones. They are (with hours): Doris Blake (5,300), Jean Yale (3,700), Fred Crabtree (3,300), Gae Crisman (3,300), Donna Haskins (3,200), Duane Phelps (2,500), Ed Miller (2,100), Bill Harlos (1,500), Peter Van Voorhees (1,100), and Harriett Clothier (500). Doris, Bill, and Duane were in attendance and the Board expressed their appreciation for their efforts in helping visitors. Both Doris and Duane shared their experience in volunteering at the visitor center.

Board Discussion Items

Tourism Open House

Barbara Bowman provided an update of the Tourism Open House held on Wednesday, May 7th. The event was attended by 76 front-line employees from lodging properties and GJVCB volunteers who visited 27 exhibitors to learn about the various attractions in the area. Brad Taylor said that many who came by his booth (Colorado Riverfront Commission) said that they were not aware of some of the attractions.

Special Event Committee Update

The committee met to review one application, Steampunk Convention With A Twist, organized by the Grand Valley Steampunk Society. The event will be held on September 26 – 28, 2014. Amount requested: \$1,500.00. Additional information is needed before a decision is made to fund or not.

Strategic Plan

Barbara reviewed the strategic goals that were set by the Board at the Board of Directors retreat in March, and also shared the objectives that the GJVCB staff established under each goal. More discussion will take place at the June 10, 2014 board meeting.

Other Business

Barbara said that Grand Junction has recently received some great media exposure. Travel and Leisure magazine listed Grand Junction as one of “America’s Coolest Desert Towns”. American Express Travel Survey named Grand Junction in the top 10 emerging locations for travel in the world; listed with Brazil, Santorini, Milan and Bucharest. Grand Junction and Hilton Head, SC are the only U.S. cities listed in the top 10. Mistalynn Meyeraan reported that Facebook impressions from the American Express recognition show 250 shares and over 400 likes, which are positive public relations to build on. In addition, the VCB’s mobile website recently received the Hermes Gold Award from the Association of Marketing and Communication Professionals.

Currently, we are up 6.1% in lodging tax, 74.9% in website visits, and 189.2% in visitor guide requests. Mistalynn gave an update on the online booking engine. Since the engine launched on April 15th, there have been 24 transactions. GJVCB staff will be identifying additional measurements to effectively determine the impact of the booking engine.

Mistalynn introduced Erica Granger as the GJVCB’s new advertising account representative from PILGRIM Advertising.

There being no further business, Lon Carpenter motioned to end the meeting; Kate Graham seconded, motion passed. The meeting was adjourned at 4:57 p.m.