

GRAND JUNCTION VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS MEETING

July 8, 2014

Fire Department Administration Building
625 Ute Avenue
Grand Junction, CO

PRESIDING: Mike Bell, Vice-Chair

MEMBERS PRESENT: Billie Witham, Sharon Woelfle, Glen Gallegos, Lon Carpenter, Kevin Reimer

MEMBERS ABSENT: Brad Taylor, Per Nilsson, Kate Graham

GUESTS: Karin Mast, Miles Media LLC

STAFF PRESENT: Barbara Bowman, Mistalynn Meyeraan, Kim Machado, and Emmanuel Jaime-Rodriguez

The meeting was called to order at 3:51 p.m.

Minutes from the June 10, 2014 Board Meeting: Kevin Reimer moved to approve the minutes as written, Sharon Woelfle seconded; motion approved.

Board Discussion Items

VCB Budget

Prior to the start of the regular meeting, VCB staff shared the requested 2015 budget with the board. We are projecting a 3% increase in lodging tax revenue for 2015 based on where 2014 ends. We are also requesting a 4% overall increase in the operating budget for the following:

- Website marketing
- Attend 4 additional trade shows
- Increase scope of work for our Front Range Sales Contractor
- Increase research budget
- Increase international budget

Further discussion and approval of the 2015 budget will be discussed at the August board meeting.

Miles Media Update

Karin Mast provided an update on our website analytics and explained what occurred in the data reporting error of website visits. The Google Analytics code that is used to track mobile website visits is the same code as the desktop visits and thus the mobile website visits was counted twice in error. The good news is that we are up 24% over 2013, instead of around 66% as previously reported. Karin submitted corrected reports and the VCB has updated our reporting with the new data.

Special Events Committee Update

The special event committee reviewed 1 request for funding and made the following recommendation:

- Rim Rock Marathon – *Amount requested: \$2,000.* Remaining funds in the Special Event budget is \$1,250 and the committee recommended funding that amount.

Lon Carpenter moved to approve the Special Event Committee's recommendation, Glen Gallegos seconded; motion approved.

Vacation Rentals

Barbara Bowman explained to the board that after further consideration and consultation with the City's Finance department, City Manager, and City Attorney, vacation rentals will continue to pay the lodging tax and no administrative order will be in place at this time. They discussed code and zoning enforcements and determined that the City is not ready to define and establish regulations on this product. The City Attorney recommended servicing these properties who pay the lodging tax by placing their listing on our website for 90 days and then determine any issues to address. Kevin Reimer feels that 90 days is not enough time and feels a full year of analysis is more appropriate. Barbara asked the board what services the VCB should offer for vacation rentals at this time. After much discussion, the final determination is to put these listings on the website as long as the property owner provides the requested information, and provide them with access to sales leads. The board also suggested that the VCB consult with the City Attorney and recommend a minimum of 365 days for these services to be offered at which time we can better determine what further services will be offered and if the City will establish the proper zoning and code enforcement for vacation rentals.

Strategic Plan

Due to lack of available time, the Strategic Plan will be discussed during the August board meeting.

There being no further business, Glen Gallegos motioned to end the meeting; Lon Carpenter seconded, motion passed. The meeting was adjourned at 5:17 p.m.