

GRAND JUNCTION VISITOR & CONVENTION BUREAU  
BOARD OF DIRECTORS MEETING

August 19, 2014

Courtyard by Marriott  
765 Horizon Drive  
Grand Junction, CO

PRESIDING: Per Nilsson, Chair

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

MEMBERS ABSENT: None

GUESTS: Susan Hyatt – City of Grand Junction Purchasing Division, Bob Witham – Two Rivers Winery and Chateau

STAFF PRESENT: Debbie Kovalik, Barbara Bowman, Mistalynn Meyeraan, Kim Machado, Erin Chapman, Kristin Lynch, Emmanuel Jayme

The meeting was called to order at 3:04 p.m.

Minutes from the July 8, 2014 Board Meeting: Glen Gallegos moved to approve the minutes as written, a second was made; motion approved.

Board Discussion Items

Visitor Center Volunteer Recognition

Barbara Bowman recognized and thanked Annette Wilson for 2,000 hours of volunteer service at the Visitor Center. Annette returned to the VCB as a volunteer last year after a 7-year absence and also helps out at the airport's visitor desk. Annette mentioned that she enjoys working with the staff and helping visitors, and thanked everyone for the recognition.

Advertising, Website, Public Relations RFP/SOQ

Per Nilsson said that on Monday, August 19, 2014, he, Glen Gallegos, Debbie Kovalik, Barbara Bowman, Kim Machado, and Susan Hyatt met to review the responses received from the Statement of Qualifications (SOQ-3863-14-SH) solicitation for advertising, website, and public relations services. A total of 10 responses were received for advertising, 10 for website, and 2 for public relations. Susan Hyatt explained the solicitation process to the board along with the criteria for scoring each respondent. The group narrowed the responses to 3 finalists each for advertising and website services, and those companies along with the 2 for public relations will be invited to make formal presentations to the VCB Board of Directors on Tuesday, September 30, 2014 at Two Rivers Convention Center. Per requested that all board members be in attendance for these presentations.

## 2015 VCB Budget

Barbara Bowman shared the VCB's 2015 requested budget with the board. We are projecting a 5% increase in lodging tax revenue. At the budget workshop prior to July's board meeting, the board agreed with staff's recommended increases in the operating budget and also suggested further increasing the scope of work for our Front Range Sales Contractor. After factoring that in, the overall increase in operating is 4.6%. Barbara emphasized that the 2015 budget process is still in progress and even though the board may approve staff's recommendations, further direction from the City's Finance department and City Council will determine the final budget.

Kate Graham motioned to approve the 2015 recommended budget; Glen Gallegos seconded. Motion passed.

## VCB Intern Presentation

Emmanuel Jayme presented to the board his objectives and accomplishments during his internship with the VCB, which began on June 23<sup>rd</sup> and ended on August 15<sup>th</sup>. Some of his accomplishments were: completing a press release, researching and compiling statistics for the U.S. Airways magazine insert, mapping trails, and assisting other VCB staff members with various projects. He thanked Mistalynn along with the rest of the staff for their support during his internship.

## Tourist Oriented Directional Sign Program (TODS) – Bob Witham, Two Rivers Winery and Chateau

*Billie Witham departed from the meeting.*

Bob Witham shared with the board the challenges Two Rivers Winery and Chateau is facing with obtaining tourist-oriented directional signs (TODS) on non-interstate highways as offered under state law. Based on the rules for this program, Two Rivers Winery is eligible to participate. In 2006, a representative of the administrator of the program completed a review of the proposed sites for the signs and agreed the sites were suitable. He directed Bob to contact the municipality that manages the site areas. One of the proposed sites is the intersection of Highway 340 (Broadway) and 24 Road which falls under the jurisdiction of the City of Grand Junction. The City Engineer advised that he will not allow the sign on the site because of the confusion of the sign and that it was not available to other businesses.

Bob requested the support of the VCB board by drafting a letter to the City of Grand Junction encouraging engineers to reconsider the request for TODS based on Two Rivers Winery and Chateau's contribution to economic development and tourism to the area. After further discussion, the board agreed a letter of support should be drafted and the board chair will sign it.

## Staff Reports

Sales: Erin Chapman reported that she just returned from the Peach Giveaway in Denver where they spoke to 77 meeting planners. Partner properties that assisted with the event include: DoubleTree Hotel, The Avalon Theatre and Two Rivers Convention Center, Courtyard by Marriott, Residence Inn, Clarion Inn, Holiday Inn and Suites, Springhill Suites, Hampton Inn, and Fairfield Inn and Suites. The attendees were very impressed with our direct mail piece and the event overall.

Convention Services: Kristin Lynch said that July was a busy month with groups, some of which were new groups to the area. She will be assisting with the Grand Junction Off-Road event and the Western Colorado Car Classic over Labor Day.

Marketing and PR: Mistalynn reported that the Google Trekker Camera is now here to map the trails in the area. They also have been working on a few FAMs including the Girls Getaway FAM, which had 5 journalists. She is also working on the 2015 Visitor Guide which will feature a watermark embedded in the guide. Users can scan it with a mobile device and it will take them to our website.

#### Other Business

Barbara reported that she assisted a German Film Crew who filmed on the Colorado National Monument and will air October 4, 2014 in Germany. Once she receives the link to it, she will share with the Board.

Debbie Kovalik shared the schedule of activities for the Avalon Theatre Grand Opening. The grand opening is September 17<sup>th</sup>.

Brad Taylor mentioned that the grand opening for the Riverfront Trail link from Fruita to Grand Junction is September 5<sup>th</sup>.

There being no further business, Kate Graham motioned to end the meeting; Brad Taylor seconded, motion passed. The meeting was adjourned at 5:15 p.m.