

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE BOARD OF DIRECTORS MEETING

November 8, 2011

PRESIDING: Per Nilsson, Chair

MEMBERS PRESENT: Paul Petersen, Ron Beach, Renae Phillips, Lynne Sorlye, Nathan Knoll, Jessica Stimmel

MEMBERS ABSENT: John Williams, Glen Gallegos

STAFF PRESENT: Barbara Bowman, Debbie Kovalik, Erin Chapman, Layne Whyman, Irene Carlow

Guest: Katie Stevens

The meeting was called to order at 3:05 pm.

MINUTES OF OCTOBER 10, 2011: Lynne Sorlye moved to approve the minutes as written, Jessica Stimmel seconded, approved unanimously.

BOARD DISCUSSION ITEMS: Barbara Bowman stated that the contracts with CCT Advertising and Miles Media were approved by Council in 2010 as three-year contracts, renewable annually. The two agencies have developed a good working relationship and the advertising plan has been well executed. New RFPs will be issued in 2013. The 2012 budgeted amounts are the same as 2011: \$375,000 for CCT Advertising and \$125,000 for Miles Media.

Ron Beach moved to renew the contract with CCT Advertising for the period January 1, 2012 – December 31, 2012 in the amount of \$375,000. Lynne Sorlye seconded, passed unanimously.

Ron Beach moved to renew the contract with Miles Media for the period January 1, 2012 – December 31, 2012 in the amount of \$125,000. Lynne Sorlye seconded, passed unanimously.

The contract with Stefanie Maher, Denver sales representative, is also an annual contract. Stefanie was hired in February of this year and has already issued 13 sales leads, exceeding her goal of 8 sales leads for the year. The total contract is for \$28,200: \$25,000 retainer, maximum bonus of \$2,000 and mileage allowance.

Nathan Knoll moved to renew the contract with Stefanie Maher for the period January 1, 2012 – December 31, 2012 in the amount of \$28,200. Jessica Stimmel seconded, passed unanimously.

Board Vacancies: The Chair stated that Renae Phillips and Nathan Knoll are both eligible for re-appointment when their terms expire at the end of this year. The Chair thanked them for their input and participation and encouraged both of them to apply. Applications are due to the City Clerk's office by November 10.

2012 Officers: Members interested in serving as an officer should contact the Chair. Elections will be held at the December regular monthly meeting.

2012 Visitor Guide: Irene Carlow is working with CCT Advertising on updates to the Visitor Guide. CCT will incorporate some elements of the new campaign, but the format will remain the same. Six properties will participate in the Expand the Tent program:

- Bookcliffs B&B
- The Chateau at Two Rivers Winery
- Vistas & Vineyards B&B
- Wagon Wheel Motel
- RV Ranch
- Palisade Wine Valley Inn

Gateway Canyons has chosen not to participate in 2012.

Three new wineries will be added – Colterris, Gubbini and Hermosa – bringing the total to 21.

In the past several years, the area calendar of events has strengthened and staff is asking for Board input on what events to include in the Visitor Guide. The VCB's website calendar is very expansive and is one of the most-viewed pages on our site; the Guide has limited space and is generally used by potential visitors for longer-range planning. For next year's Guide, only one event will be dropped (Colorado National Monument 100th Anniversary); the Air Show will be added as will the USA Pro Cycling Challenge, if Grand Junction is awarded a stage. Staff requested Board direction on whether to include events that receive Special Events awards (Lavender Festival, Rim Rock Marathon, Grand Valley AKC Dog Show) as well as the 125th Mesa County Fair, and if any existing events should be dropped to make room for those new listings. The Board supports including all the events discussed by staff and has no suggestions for dropping any existing listings. Staff is directed to work with CCT on the design of that page to accommodate additional listings.

Letter of Support: The Board reviewed and approved a letter of support on behalf of the US Forest Service Grand Valley District's application for a grant from the Colorado State Parks OHV program.

USA Pro Cycling Challenge: The Chair read a letter from the Local Organizing Committee (LOC) thanking the Board for their financial commitment in support of the LOC's bid to host a stage of the race. Barbara Bowman reported that the Executive Committee of the LOC recently hosted Jim Birrell of Medalist Sports for an informal tour

of the area and the potential routes submitted by the LOC. VCB staff was not notified of the site visit and the VCB was not included in any of the activities.

BLM Update: Katie Stevens, Manager of McInnis Canyons National Conservation Area, discussed the proposed fee and permit system for river users in Ruby/Horsethief Canyons, an issue the BLM has been studying for approximately three years. A long range plan for that area was completed in 2004 and the need for a permit system was identified, but implementation was put off as long as possible. The cost to manage those areas is approximately \$3 per person per day. The proposed campsite fees are \$20 for a small site, \$50 for medium, \$100 large – roughly \$5 per person. Fees will be used to help offset the costs of site restoration and law enforcement.

Camping permits will be office-issued, limited to 35 groups Friday-Saturday, May through September (there are 35 developed campsites); Sunday-Thursday users won't see a difference. Six sites per night will be for commercial river guides, 29 for private (non-guided) users. Campsites can be reserved 60 days in advance.

This proposal will go through an approval process with the NCA Advisory Committee. If approved, the permit/fee schedule would likely be implemented in July 2012. The permits for commercial guides are based somewhat on historic use; private (individual) user permits will be issued on a first-come-first-served basis. There are 6-7 weekends during the summer that are extremely full, with less usage on weekends; the BLM expects to see some shifting to weekday use if this system is adopted. If a permit system is in place, the BLM will be able to get an accurate count of users and, from that, will be able to determine the capacity of the area.

STAFF REPORTS: Sales: Erin Chapman worked with Fox Network's MasterChef reality cooking show to find a location for a casting call for their upcoming season. Show representatives contacted the VCB in search of a location with Mt. Garfield as the backdrop. Staff persuaded them to feature the Monument backdrop instead, resulting in this business being booked at The Chateau at Two Rivers Winery.

Erin Chapman attended MPI Summit in Colorado Springs and met with 17 of the 18 meeting planners who attended from throughout the country. This show is a great one-on-one selling opportunity as it is only for Colorado suppliers who purchased advertising in MPI's publication.

The Board is invited to attend the season wrap-up at the Art Center November 10 from 2:30 – 5:00.

Convention Services: Layne Whyman reported on some of the groups being assisted:

- Rim Rock Marathon, November 12 – 2 aid stations
- Faith Walkers, 800-900 people, the week between Christmas-New Year's
- Episcopal Diocese of Colorado, 500 people, 3 nights; this group had their conference materials printed in Grand Junction, benefiting local businesses

- Language of This Land Writers' Conference – 1st time in Grand Junction, very successful, well-attended; received Special Event marketing funding
- AAA Colorado President's Wine Train, Spring 2012; this is the third time the Wine Train has been selected for the president's annual trip

Staff has been working with local RV parks on how the VCB can help increase that market. Staff is in the process of sending a direct mail to RV clubs in the Four Corners region. The feasibility of hosting an RV rally is also being explored, but there are potential legal hurdles to some dealers' ability to sell RVs at a show in Grand Junction.

Statistics: Barb Bowman distributed the monthly statics, including a report on the mobile site. Since launching in June, the mobile site has experienced 15,000 visits, 10% of overall site traffic. The holiday shopping packages are being promoted; coupons are available on both our website and the mobile site.

Lodging tax collections for October were up 3.3%; YTD collections are down 2.2% as a result of the refund made in September.

OTHER BUSINESS: The December 13 meeting will be hosted by the DoubleTree by Hilton.

There being no further business, the meeting was adjourned at 5:02 pm.