

GRAND JUNCTION VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS REGULAR MEETING

JULY 10, 2012

LaQuinta Inn & Suites
2761 Crossroads Boulevard

PRESIDING: Per Nilsson, Chair

MEMBERS PRESENT: Mike Bell, Lynne Sorlye, Glen Gallegos, John Williams, Paul Petersen, Ron Beach, Jessica Stimmel (via phone)

MEMBERS ABSENT: Lon Carpenter

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

The meeting was called to order at 3:55 pm.

MINUTES OF JUNE 12, 2012: Lynne Sorlye moved to approve the minutes as written, Mike Bell seconded, motion approved.

HOST REMARKS: Mya Beckley, General Manager, welcomed the Board to LaQuinta Inn & Suites. The downturn in energy industry business did not have a major impact because this property is mostly corporate travel. Transient traffic is also holding up well.

BOARD DISCUSSION ITEMS: Special Events Ron Beach reported on the committee's discussion regarding the Western Slope All Nations Pow Wow, which was initially reviewed at the June meeting. The committee recommends an award of \$500 to design (in-house) and print a promotional piece to distribute at the Montrose County Fair and other Pow Wows scheduled in the coming months. This is the best way to reach potential participants and competitors who follow the "circuit" of these events.

Glen Gallegos moved to award the Western Slope All Nations Pow Wow \$500 in Special Events marketing assistance for design/print costs, Lynne Sorlye seconded, passed unanimously.

STAFF REPORTS: June lodging tax collections were up 8.2%, the YTD total is up 7%. Next week, Grand Junction will host a fam for the CTO's Japanese in-market representative and his sales team.

Marketing: Mistalynn Meyeraan reported on two upcoming media fams. One is a culinary reporter and blogger for the ABC affiliate in Chicago and is also a contributor to NPR, the other writes a travel blog that boasts 250,000 affluent visitors per month. Work is continuing on the new website. We are changing how we market lodging promotions, from price-driven to value added.

Sales/Convention Servicing: Sales leads issued are at 47% of goal. The Front Range sales reception will be held at the Governor's Mansion on Thursday, August 16. The number of groups assisted is 50% of goal.

There being no further business, the meeting was adjourned at 4:50 pm.

Prepared by: Irene Carlow