

GRAND JUNCTION VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS MEETING

November 18, 2014

Avalon Theatre
645 Main Street
Grand Junction, CO 81507

PRESIDING: Per Nilsson, Chair

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

MEMBERS ABSENT: Glen Gallegos, Billie Witham

GUESTS: Stuart Taylor – Two Rivers Convention Center, Marci Kurronen – Front Range Sales Contractor

STAFF PRESENT: Debbie Kovalik, Barbara Bowman, Mistalynn Meyeraan, Holly Prickett, Kristin Lynch, Erin Chapman, Kristin Winn, Kathy Plunk, Susan Weigand, and Kim Machado

The meeting was called to order at 4:07 p.m.

Minutes from the October 14, 2014 board meeting: Brad Taylor moved to approve the minutes as written, Mike Bell seconded; minutes approved.

Board Discussion Items

Special Events

Mistalynn Meyeraan provided an analysis of special event funding for 2014, as requested by the board at the September 2014 board meeting. To date, \$32,454.84 of the \$35,000 allocated for special events has been spent. Based on the total amount awarded, 59% (11) of the events were held in Grand Junction, 26% (4) were in Palisade, and 15% (4) were in Fruita. A suggestion was made to set aside some of the special event funding to bring in sporting events in association with Colorado Mesa University (CMU). Debbie Kovalik mentioned that the City of Grand Junction has budgeted money (approximately \$15,000) from the 2015 Economic Development budget toward the Greater Grand Junction Sports Commission, which CMU is spearheading, to cover the costs of an audit of the area's facilities. This is needed to determine the type and capacity of events that these facilities can support. Barbara Bowman said that \$5,000 is typically the minimum bid for bringing in a sporting event to the area. Marci Kurronen and Kristin Lynch will continue to work on sports marketing efforts and determine how much funding is needed toward attracting sporting events.

Lon Carpenter suggested that board members should attend the events supported by special event funding to visit with people about Grand Junction. In addition, feature groups of people in our marketing instead of individuals or couples.

Debbie mentioned that it's important to determine ROI (return on investment) on our marketing efforts with regards to special event funding. Linda Hill added that an economic impact study may be needed now to show the value of tourism to the community. Sharon Woelfle said that education with city leaders is also important, such as our annual meeting, to help them understand the impact of tourism.

The board agreed that the Special Events Committee will continue to meet on the Monday before the regular board meeting to review and discuss the requests for funding applications. The committee will also further discuss what special event funding should look like for 2015.

Board Member Vacancies

Barbara Bowman reported that as of today, four applications have been received for the 2 open board seats. Applications are due to the City Clerk's office by Friday, November 21st.

Colorado Governor's Tourism Conference

Barbara reported that four staff members attended the Governor's Tourism Conference. One of our volunteers, Doris Blake, received the Jack Snow Outstanding Volunteer award. She was not able to attend but Debbie and Barbara accepted it on her behalf. 626 on Rood restaurant in Grand Junction received 3rd place out of over 40 entries from around the state for the Roots Restaurant Challenge. Mistalynn attended seminars on media, content, and PR. Kim attended seminars on analyzing visitor data using the latest technology.

Other Business

- Kate Graham mentioned that on November 19th, Colorado Conservation will host John Fielder who will share his collection of 300 wilderness photographs in celebration of the Wilderness Act of 1964. The presentation will be preceded by a VIP reception at Kannah Creek Brewery.
- The annual Tourism Wrap-Up will be held on Thursday, November 20th at the Avalon Theatre from 2:30 – 5:00 followed by a reception afterward.
- Stuart Taylor reported that on one of the Dinner and a Movie nights, approximately 250 people attended the showing of *Ghost Busters*. Students from Colorado Mesa dressed up in "Ghost Buster" attire and entertained the waiting line which went around the building. The next movie is *Guardians of the Galaxy* and will start next week.
- Mistalynn announced that the VCB won the bronze Adrian Award for the direct mail piece. This is a national award. We also won an award for our welcome email. Right now the average time a user is staying on our "Welcome" email is 6 minutes.
- Marci reported that the Destination Colorado trade show will be on December 3rd. This is one of the larger meeting planner trade shows. The DoubleTree Hotel will also be attending. She is also currently working on the holiday gifts to distribute to our Front Range relationships. The VCB has joined the Christian Meetings and Conventions association and Marci has already attended a meeting. She further reported that the Salt Lake City Meeting Professionals International (MPI) has merged with the Denver chapter.

There being no further business, Mike Bell motioned to end the meeting; Brad Taylor seconded, motion passed. The meeting was adjourned at 4:59 p.m.