GRAND JUNCTION VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS MEETING

December 9, 2014

The DoubleTree by Hilton Hotel
743 Horizon Drive
Grand Junction, CO 81506

PRESIDING: Per Nilsson, Chair

MEMBERS PRESENT: Brad Taylor, Lon Carpenter, Kate Graham, Billie Witham, Glen Gallegos

MEMBERS ABSENT: Mike Bell, Sharon Woelfle, Kevin Reimer

GUESTS: Chris Clemons – PILGRIM Advertising

STAFF PRESENT: Debbie Kovalik, Barbara Bowman, Mistalynn Meyeraan, Kim Machado

The meeting was called to order at 3:06 p.m.

Minutes from the November 18, 2014 board meeting: Kate Graham moved to approve the minutes as written, Lon Carpenter seconded; minutes approved.

Barbara Bowman recognized Doris Blake as the recipient of the Jack Snow Award for Outstanding Volunteer of the Year from the Colorado Tourism Office. Doris mentioned that she has been on seven continents and 52 countries passing out information about Grand Junction. She encourages everyone she meets to visit the Grand Junction. To date, she has a little over 5,500 volunteer hours which covers a span of 17 years.   The board congratulated Doris and thanked her for her volunteer service.

Contractor Presentation – PILGRIM Advertising

Chris Clemons from PILGRIM Advertising presented a recap of the 2014 advertising campaign which focused on awareness of Colorado Wine Country and its offerings, generating engagement via hashtags, and driving bookings through the new online booking engine. Target audiences included adults on the Front Range, leisure travelers, and Girls Getaway. Secondary audiences included groups and meetings who are looking for meeting space but also activities to experience. The creative utilized imagery that focused on groups of travelers, allowed updates for promotional information such as key events and activities, and also built on the "#Sharegj" theme. A landing page was developed for special offers, such as the Online Booking Engine promotion.

Chris shared the print ads that were used for both leisure and meeting planners. We won one bronze-level National Adrian Awards for the direct mail piece geared toward meeting planners. A billboard ran from mid-July through mid-August on Colorado Boulevard in Denver for Peach Promotions that was handled internally for Bushel of Summer Savings campaign. Media also addressed leisure travelers and meeting planners with concentrated messaging during the spring and fall seasons. The media mix included online, radio (leisure only), and print. Media tactics included the Grand Circle magazine,

Encompass, CSAE (Colorado Society of Association Executives), Colorado Meetings and Events, SpecificMedia Network for consumer online, Spongecell Media for meeting planner online, and 5280 Magazine.

Results of the 2014 campaign were positive. Leisure travel online (March through September) resulted in 12.59 million impressions; 16% more than what we paid for (10.8 million impressions). Meeting planner online (March through September) resulted in 2.47 million impressions; 16.3% more than what we paid for (2.1 million impressions). The #Sharegj campaign resulted in 2,213 posts from 423 users on Twitter and Instagram from January 20th through August 15th; with a reach of 398,691 and 2.31 million impressions.

The Grand Junction 2015 Official Visitor Guide will have a new cover, new photos, rewritten copy, and a new interactive mobile device program content called Layar. Once users download the app on their smartphone or tablet they can scan a page with their mobile device to receive further content on our website, Instagram, etc. We are the 2nd destination management organization in the world that Miles Media is working with on this new feature.

Chris thanked the board for the opportunity to work with the GJVCB and wished us further success. The board thanked Chris and the PILGRIM team for their support.

<div align="center">Board Discussion Items</div>

Special Events

Mistalynn Meyeraan reported that the committee recommends holding $5,000 as a special incentive for attracting potential sports groups. Barbara Bowman further explained that if the opportunity arises, GJVCB staff will inform the board who will qualify and approve/decline the request. This would be similar to requests for Special Event funding.

The committee reviewed three applications for special event funding:

- Palisade Historical Society 100th Birthday of the "Roller Dam" – June 27 – 28, 2015. *Amount requested: $2,500.* This is a first-time event. The committee recommended not to approve funding for this event. The board unanimously agreed.
- DreamCatcher Half Marathon – March 7, 2015. *Amount requested: $2,000.* This event is in its 2nd year and expects to attract over 150 runners from out of town. The committee recommended funding of $1,000 - $1,500. The board unanimously agreed to fund the full amount requested, $2,000.
- Desert RATS Trailrunning Festival – April 17 – 19, 2015. *Amount requested: $3,000.* This event targets runners of all abilities and ages along with their families. At last year's event, 60% of the runners were from out of town. The committee recommended funding of $1,000 - $1,500. The board unanimously agreed to fund $1,500.

Board Recognition

Per Nilsson mentioned that the board terms for Mike Bell and Lon Carpenter are ending effective December 31, 2014. He presented Lon Carpenter with an award recognizing his years of service (2012 – 2014) on the board. Lon served as board chair in 2013 and has participated in the Wine Train, as well

as attended trade shows and legislative events. Lon thanked the board and staff and emphasized how important tourism is to the community. Mike Bell was not present to receive his award and Barbara will present it to him at a later date.

<u>2015 Officers Election</u>

Per Nilsson mentioned that Brad Taylor has expressed interest in serving as Board Chair for 2015. Glen Gallegos motioned to appoint Brad as Board Chair; Kate Graham seconded and the motion passed. Brad Taylor will serve as Board Chair for 2015.

Kate Graham motioned to appoint Sharon Woelfle as Vice-Chair. Lon Carpenter motioned to appoint Kate Graham as Vice-Chair. Kate thanked Lon for the recommendation but feels that Sharon would be better in that role. Per Nilsson seconded Kate's motion to appoint Sharon Woelfle as Vice-Chair and the motion passed. Sharon Woelfle will serve as Vice-Chair for 2015.

<u>"Expand the Tent" Update</u>

Barbara mentioned that Two Rivers Winery and Chateau, Bookcliffs Bed and Breakfast, the Wagon Wheel Motel, and Vistas and Vineyards Bed and Breakfast have signed contracts to participate in the GJVCB's "Expand the Tent" marketing services program.

<center>Other Business</center>

- Vacation Rentals – Barbara said that during a public hearing at the last City Council meeting on December 3, 2014, Council considered an ordinance which amends the Zoning and Development Code, Title 21, to add a section regarding short-term rentals which would establish development standards and procedures for short-term rentals. These standards would be similar to what other lodging properties, such as hotels and bed and breakfasts, are subject to. After much discussion, Council voted not to approve the proposed ordinance. Council will discuss the matter further during a workshop session on Monday, December 15, 2014 at 5:00 p.m.
- Brad Taylor mentioned that the Colorado Riverfront Commission was contacted by Audubon Arizona for permission to use the Riverfront Project map for a project called FlightMap. This will allow a virtual bird flight over a number of rivers in the Colorado River Basin. The Riverfront Commission granted permission and in turn, the group will help them raise awareness of the Colorado River. It is still in the testing phase and it is unknown when it will go live.
- Brad also mentioned that the Tour of the Moon organizers have yet to receive their permit from the Colorado National Monument (CNM) to use the CNM for their 2015 event.

There being no further business, Brad Taylor motioned to end the meeting; Lon Carpenter seconded, motion passed. The meeting was adjourned at 4:48 p.m.