

GRAND JUNCTION VISITOR & CONVENTION BUREAU  
BOARD OF DIRECTORS MEETING

January 13, 2015

Mesa County Workforce Center  
512 29 ½ Road  
Grand Junction, CO

PRESIDING: Brad Taylor, Chair

MEMBERS PRESENT: Susie Kiger, Sharon Woelfle, Don Bramer, Billie Witham, Kate Graham, Kevin Reimer, Per Nilsson, Glen Gallegos

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

The meeting was called to order at 3:03 p.m.

Minutes from the December 9, 2014 board meeting: Glen Gallegos moved to approve the minutes as written, Per Nilsson seconded; minutes approved.

Host Remarks

Suzie Miller, Business Services Manager of the Mesa County Workforce Center, welcomed the board and explained the scope of services the Workforce Center provides to the community, including an assessment program for School District #51 and local employers and training classes for individuals wanting to increase their work skills. She explained that use of the free meeting spaces in the Workforce Center must meet their mission of providing employment and training opportunities.

New Board Members

Brad Taylor welcomed Don Bramer and Susie Kiger to the board. Each of the board members introduced themselves and Don and Susie shared their background/experience with the group.

Staff Reports

Convention Services: Kristin Lynch mentioned that she has been following up with events and groups that have been in Grand Junction in the past and inquiring on where they are in their decision process for their next event/meeting. She is currently working on 2015 events.

Sales: Erin Chapman reported that the sales department has met their 2014 goal for leads. The GJVCB is offering the restaurant coupon page for the 3<sup>rd</sup> year for groups who request them. The coupons are also on our website. The winter meeting promotion has launched with the goal of attracting out-of-town groups and meetings. The offer includes meeting space and other special perks for \$49 per person. The GJVCB staff have been calling meeting planners to ask their thoughts about the promotion. The feedback has been positive with a few suggestions offered.

Visitor Center: Kristin Winn reported that nine new countries visited in the Visitor Center in 2014. She is currently training 5 new volunteers.

Marketing and Public Relations: Mistalynn Meyeraan reported that unique visits to the website are up 26% over 2013. The increase is based on the Get Smart content on the home page. The rip-n-read maps and the 2015 Official Visitor Guide are currently in print and will be ready the week of January 19<sup>th</sup>. The 2014 Annual Report will be available at the Annual Meeting on January 29<sup>th</sup>, which will highlight the GJVCB's 25<sup>th</sup> anniversary. Instead of a keynote speaker for the Annual Meeting, a video will be shown featuring interviews of industry partners and community leaders commenting on the GJVCB's impact on the community over the past 25 years. The 2015 marketing plan will be available at the end of February.

Sharon Woelfle mentioned that we should look at what other destinations are doing in the winter months and see what we can do to bring people into the area during that time. Glen Gallegos suggested taking some of the special events fund to assist with setting up a new winter event.

### Special Events

The Special Events committee members for 2015 are: Kevin Reimer, Per Nilsson, Susie Kiger, and Don Bramer. Kristin Lynch, Convention and Event Services Coordinator, will also be involved with the committee going forward.

### Board Retreat

Barbara Bowman said that the annual Board Retreat will be sometime in March. Kim Machado will contact the board members to determine which day(s) all member will be available.

### Travel and Tourism Annual Meeting

The 2<sup>nd</sup> annual GJVCB Travel and Tourism meeting will be held on January 29<sup>th</sup> at 8:00 a.m. Board members were asked to please wear their nametags and network with those in attendance.

### Strategic Plan

Brad Taylor mentioned that the strategic plan will need to be revisited and recommended that a task force be formed to help finalize it. Susie Kiger, Don Bramer, and Brad volunteered to be on the task force. Brad asked the board members to consider the top 3 areas of focus for the GJVCB to be discussed further during the February board meeting.

There being no further business, Don Bramer motioned to end the meeting; Per Nilsson seconded, motion passed. The meeting was adjourned at 5:07 p.m.