

GRAND JUNCTION VISITOR & CONVENTION BUREAU  
BOARD OF DIRECTORS MEETING

February 17, 2015

Two Rivers Convention Center  
159 Main Street  
Grand Junction, CO

PRESIDING: Brad Taylor, Chair

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

ABSENT: Don Bramer, Kevin Reimer

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

Guests: Brittney Garcia and Chase Johnston – Holiday Inn and Suites

The meeting was called to order at 3:02 p.m.

Minutes from the January 13, 2015 board meeting: Kate Graham moved to approve the minutes as written, Per Nilsson seconded; minutes approved.

#### Host Remarks

Stuart Taylor welcomed the board to Two Rivers Convention Center. He reported that the first wedding was held on the rooftop terrace at the Avalon on February 14<sup>th</sup> and shared other upcoming events at the Avalon. The staff will be focusing on customer service training for 2015.

#### Volunteer Recognition

Kristin Winn recognized Joy Bush for reaching 1,000 volunteer hours at the Visitor Center. Joy commented that she enjoys working at the Visitor Center and loves to travel. She also volunteers at the Colorado Welcome Center in Fruita and helps the GJVCB with group events. The board congratulated Joy on reaching 1,000 hours and expressed their appreciation for her support of the GJVCB.

#### Horizon Drive Update

Vera (?) Kusal, from the Horizon Drive Business Improvement District, reported that the start date for Phase 1 - the construction for the interchange, will begin September 8, 2015. Phase 2 will begin as soon as funds are available. 80% of the funding for Phase 1 will come from a CDOT grant, 10% from the City of Grand Junction, and the remaining 10% from the Horizon Drive District. Also part of the first phase is the installation of the artwork (wild horse sculptures) in the middle of the roundabouts. The construction plans and additional information can be found at [www.horizondrivedistrict.com](http://www.horizondrivedistrict.com).

## 2015 Official Visitor Guide Update

Mistalynn Meyeraan distributed the new, redesigned 2015 Official Visitor Guide to all board members and demonstrated the new interactive feature called Layar. We will be submitting the new visitor guide for awards consideration. In 2015, the visitor guide will include maps of the Grand Mesa and the towns of Mesa and Collbran as suggested by some of our partners.

## Special Events Committee Update

Mistalynn reported that the Special Events Committee reviewed 6 applications for event funding and made the following recommendations:

HITS Triathlon – May 15 – 18, 2015 at Highline State Park. *Amount requested: \$8,000.* Recommend: \$1,865 (same funding level as was awarded in 2014). This will pay for one ad. This event is expected to bring in a total of 975 people, 600 of which are expected to be from out of town. The event may potentially be moving the host hotel from Fruita to Grand Junction and the committee requested that a lead be generated through the GJVCB. Kate Graham motioned to approve the recommended funding; Per Nilsson seconded. Motion approved.

Colorado Pro Rodeo Finals – September 18 – 20, 2015. *Amount requested: \$5,000.* Recommend: \$1,500 (same funding level as was awarded in 2014). The event is expected to bring in a total of 3,500 people, 30% of which are from out-of-town. Kate Graham motioned to approve the recommended funding; Per Nilsson seconded. Motion approved.

Grand Valley Marathon – May 9, 2015. *Amount requested: \$1,200.* Recommend: \$0. 325 people are expected to attend the event with 25 from out of town. The committee recommends not to fund the event due to the low number of out of town attendees. Per Nilsson motioned to decline the funding request; Susie Kiger seconded. Motion approved.

MOG Outdoor Fest – April 24 -25, 2015. *Amount requested: \$3,000.* Recommend: \$1,500 (same funding level as was awarded in 2014). The funds will be used for print and radio ads. Kate Graham motioned to approve the recommended amount; Per Nilsson seconded. Motion approved.

CMU Maverick Classic – April 24 – 26, 2015. *Amount requested: \$2,000.* Recommend: \$1,500. The funds will be used for ads in cycling magazines. Kate Graham motioned to approve; Susie Kiger seconded. Motion approved.

Rumble at 18 Road – April 18 – 19, 2015. *Amount requested: \$4,000.* Recommend: \$2,000. The event will now be a 2-day event. Susie Kiger motioned to approve; Sharon Woelfle seconded. Motion approved.

Colorado Lavender Festival – July 10 – 12, 2015. *Amount requested: \$4,020.* Recommend: \$3,450. The funds will be used for various print ads. Per Nilsson motioned to approve; Susie Kiger seconded. Motion approved.

Some of the board members recommended asking the events we fund to include on their registration forms the following information: what hotel is the registrant staying at and how many nights. This will help the committee to understand what the VCB is supporting.

## Annual Board Retreat

Barbara Bowman reported that some of the contractors may not be able to attend the annual retreat if it will be on March 3<sup>rd</sup> or 4<sup>th</sup> and recommended looking at dates in April. Kim Machado will send out an email to poll availability. Brad Taylor suggested to the board members to revisit the priorities set by the board at last year's retreat and determine any changes that need to be made or new ideas that need to be considered. Kim will forward the notes from the 2014 retreat to the board members. Barb will set up a meeting with the Strategic Plan Committee to discuss further.

## Other Business

- Brad mentioned that he and Sharon, along with some of the GJVCB staff members, attended the Colorado Tourism Day at the Capitol and the Tourism Industry Association of Colorado's (TIAC) legislative reception on January 26<sup>th</sup>. Both of the new legislators were in attendance and they were able to visit with them. Brad said that more education is needed to help the legislators understand the importance of tourism. Debbie Kovalik said that TIAC presented research to the state and senate legislators that explains the economic impact of the return on investment (ROI) of tourism marketing.
- Per mentioned that education is needed for the lodging properties to better understand the use of Trip Advisor since so many travelers use this service. The Grand Junction hotels listed in the top 3 on Trip Advisor may give the wrong impression of the area. Barb added that the GJVCB has looked into bringing in a representative from Trip Advisor.

There being no further business, Glen Gallegos motioned to end the meeting; Sharon Woelfle seconded, motion passed. The meeting was adjourned at 5:12 p.m.