

GRAND JUNCTION VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS
SPECIAL EVENTS MEETING

April 8, 2015

Two Rivers Winery and Chateau
2087 Broadway
Grand Junction, CO

PRESIDING: Brad Taylor, Chair

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

MEMBERS ABSENT: Glen Gallegos

STAFF PRESENT: Debbie Kovalik, Barbara Bowman, Mistalynn Meyeraan, Holly Prickett, Kim Machado, Kristin Lynch.

Brad Taylor called the meeting to order at 11:43 a.m.

Mistalynn Meyeraan reported that the Special Events Committee reviewed two applications for special events funding and made the following recommendations:

- Tour de Vineyards – September 19, 2015 in Palisade. *Amount Requested: \$2,850.* Funds to be spent on a Google targeting campaign and save-the-date postcards. The committee recommends awarding \$1,000 for the Google campaign. Per Nilsson motioned to approve the recommended funding; Don Bramer seconded. Motion passed.
- Grand Junction Air Show – October 10 – 11, 2015 at the Grand Junction Regional Airport. *Amount requested: \$20,000.* For the show in 2012, a total of \$10,000 was awarded. The committee recommends awarding \$5,000 from the Special Events fund and \$5,000 for in-kind marketing services. Per Nilsson motioned to approve the recommended funding; Kate Graham seconded. Motion passed.

Kristin Lynch provided an update on Ride The Rockies. Over 1,400 rooms have been booked for the weekend of June 13th and 14th of this event. Approximately 900 will be camping on the Colorado Mesa University campus. Entertainment will be provided on both days using local bands. The Grand Junction Visitor and Convention Bureau has contributed \$5,000 to Colorado Mesa University to offset costs associated with hosting the camping.

There being no further business, Don Bramer motioned to end the meeting; Susie Kiger seconded, motion passed. The meeting was adjourned at 12:27 p.m.