

GRAND JUNCTION VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS WORKSHOP SUMMARY

July 28, 2015

Two Rivers Convention Center
159 Main Street
Grand Junction, CO

Presiding: Brad Taylor, Chair

Board Members present: Susie Kiger, Sharon Woelfle, Kevin Reimer, Glen Gallegos, and Don Bramer

Board Members absent: Billie Witham and Kate Graham

Staff present: Debbie Kovalik, Mistalynn Meyeraan, Holly Prickett, Kim Machado, and Kristin Lynch

The meeting convened at 3:08 p.m.

Special Event Funding

The board and staff reviewed applications for special event funding for the Downtown Car Show and Rim Rock Marathon.

- The Downtown Car Show is requesting \$3,480 and the event will be held on the September 26, 2015. Event organizers expect around 1,440 people from out of town to attend the event. The application was received past the deadline (120 days prior to the event). Proposed use of funds would be for an ad in 5280 Magazine. The GJVCB staff feels that the best use of the funds is to utilize other advertising instead. The board directed staff to follow-up with the event organizer and report back at the August 18th regular board meeting.
- The Rim Rock Marathon is requesting \$1,500 and the event will be held on November 7, 2015. Event organizers expect a total of 191 runners with 71% from out of town. Proposed use of funds would be for print ads in Colorado Runner magazine and Road Runners of America. The board is in favor of funding \$1,250 and directed that the request be added to the agenda for the August 18th regular board meeting.

The board discussed special event funding and various members made the following suggestions:

- Funding for existing events should not stop unless there is lower attendance year over year
- Funding for existing events may need to be moved to another line item in the budget
- Increase the amount for special event funding and promote events during the off-season, particularly in January and February
- Set aside funds to attract new events
- Events should not be funded if it generates a small number of room nights

- Go back to using a rating system that the committee previously utilized. A certain number of points would be assigned based on the criteria for funding the event.
- Look at existing events and work with the organizers to expand the event from a 1 day to a 2 or 3 day weekend event
- Find the right person to assist the GJVCB in finding and attracting new events; involve other organizations such as the Downtown Development Authority/Business Improvement District and the City of Grand Junction
- Ensure the event is good for the community
- The special event committee should make a final recommendation on funding events. If the request is over a certain amount, then it may need to go to the board for further discussion and approval. This would need board approval.

Brad recommended that the committee take these suggestions and finalize the process in order to move ahead. The GJVCB staff will take a look at the 2016 operating budget and determine what line items can be added to support these suggestions. The Special Event committee will meet on August 13th at 2:00 p.m. at the GJVCB to discuss the suggestions and finalize the special events policy to also include the GJVCB's role in special events.

Request for funding – 2016 Grand Junction Off-Road

At the July 14, 2015 regular board of directors meeting, Dave Grossman, Event Director for the Grand Junction Off-Road, provided a recap of the 2015 event and requested funding for the 2016 event. Dave will also be requesting funding from the City of Grand Junction, Mesa County, and the Downtown Development Authority. The GJVCB staff recommends funding up to \$10,000. The majority of the board was in favor of the request and asked that it be added to the agenda for the August 18, 2015 regular board meeting for approval.

The meeting adjourned at 4:41 p.m.