

GRAND JUNCTION VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS MEETING

September 8, 2015

Palisade Community Center
120 W. 8th St. (Main Street and US Hwy 50)
Palisade, CO

PRESIDING: Brad Taylor, Chair

MEMBERS PRESENT: Susie Kiger, Billie Witham, Kate Graham, Kevin Reimer

ABSENT: Glen Gallegos, Don Bramer, Sharon Woelfle

STAFF PRESENT: Debbie Kovalik, Barbara Bowman, Kim Machado

GUESTS: Rick Taggart – Grand Junction City Councilmember, Ron Quarles – Community Development Director – Town of Palisade, Peter Booth – Executive Director – Museum of the West

The meeting was called to order at 4:22 p.m.

Minutes from the August 18, 2015 board meeting: Kate Graham moved to approve the minutes as written, Susie Kiger seconded; minutes approved.

Museum of Western Colorado Update

Peter Booth, Executive Director of The Museum of Western Colorado, provided a summary of upcoming events at the Museum of the West and Dinosaur Journey. During this summer, attendance to both of these facilities is up significantly over 2014. The organization is currently addressing the objectives listed in their strategic plan; one of which is looking at each of the Museum's facilities to determine the right fit and purpose for each site. Dinosaur Journey makes up 80% of the visitation to all of the Museum's facilities. A few challenges for all of the facilities include updating the exhibits and increasing visitation. Particular challenges for The Museum of the West facility is the vagrancy issue at Whitman Park and directional signage to the facility.

Peter thanked the board and staff at the GJVCB for their continuous support of the Museum.

Board Discussion Items

- Brad Taylor inquired about the Grand Junction City Council's approval (at the September 2, 2015 City Council meeting) of Epic Ride's request for funding for the 2016 Grand Junction Off-Road event. Grand Junction City Councilmember Rick Taggart explained that from the City Council's standpoint, a total of \$40,000 cash plus in-kind services was approved and that amount does include the GJVCB's contribution of \$10,000 that the board of directors approved at the August board meeting. The Council agrees that this amount is not for subsidizing the event, but to be the host city and to put our name, "Grand Junction", on the event.

- Debbie Kovalik and Kim Machado provided a brief update on the 2016 budget. We have submitted our 2016 operating budget to the City's Finance department. Next steps have not been identified yet but more information should follow at the next board of directors meeting on October 13, 2015. Kim will send to the board members the contractor wish lists that were previously emailed by Mistalynn Meyeraan on August 19, 2015.
- The GJVCB marketing staff received a request from a river outfitter from outside of Mesa County to have a listing for their business in our Official Grand Junction Visitor Guide. The outfitter does not have a business office in the Grand Valley but stated it does have employees and vehicles here and they bring in customers from out of town for trips on the Colorado and Gunnison rivers. Barbara mentioned that it is no different than an outfitter from Moab, UT who starts a river trip in the Grand Valley but ends somewhere else. The visitor guide policy states that an attraction must reside in Mesa County to qualify for a listing in our visitor guide. The board members agreed that unless the business is located in the area, there should not be a listing for them in the visitor guide.

Other Business

Kevin Reimer requested that the topic of advertising/purchasing a listing in our visitor guide be added to the October 14, 2015 meeting agenda.

There being no further business, Kate Graham motioned to end the meeting; Billie Witham seconded, motion passed. The meeting adjourned at 5:12 p.m.