

GRAND JUNCTION VISITOR & CONVENTION BUREAU  
BOARD OF DIRECTORS MEETING

November 10, 2015

Fruita Community Center  
324 N. Coulson St.  
Fruita, CO 81521

PRESIDING: Brad Taylor, Chair

MEMBERS PRESENT: Susie Kiger, Kate Graham, Sharon Woelfle, Don Bramer, Glen Gallegos

MEMBERS ABSENT: Kevin Reimer, Billie Witham

STAFF PRESENT: Debbie Kovalik, Barbara Bowman, Mistalynn Meyeraan, Kim Machado

GUESTS: Rick Taggert – Grand Junction City Councilmember

The meeting was called to order at 3:59 p.m.

Minutes from the October 13, 2015 board meeting: Don Bramer moved to approve the minutes as written, Glen Gallegos seconded; minutes approved.

Hill Aevium Presentation

Linda Hill, Jill Coyle, and Derek Hartman from Hill Aevium Advertising presented a recap of the 2015 marketing projects and campaigns. This year's campaign focused on Grand Junction as being "Dramatically Different". Each of the marketing strategies aligned with the GJVCB's Strategic Plan. Research was a focus this year beginning with the visitor impact study which began in July and will continue through to June, 2016. Some of the early results of the survey was shared. The final results of the research will help determine future marketing opportunities along with a report on the economic impact of tourism.

Other highlights include:

- A change of the GJVCB's brand to one that is visibly appealing and simple.
- TV advertising included Comcast, Hulu, along with traditional. Radio advertising included Pandora.
- There were three billboards in key traffic areas throughout Denver.
- Target audiences are 30 – 54 active, female adventurers with families (or couples), loves wine, and have annual household incomes greater than \$75,000.
- Total impressions with all targeted mediums of media were 13,414,735.
- The group direct mail campaign had a 13.92% response rate with 84 attendees at the two Peach Giveaway meeting planner events in August.

The targeted audience for 2016 will be based on the guest research findings. Mobile devices, including tablets, will also be targeted. Advertising will be expanded to include adventure (mountain biking, road biking, ATV, fishing, dirt biking, and rafting), events, girls getaway, groups, Colorado National Monument, families, and packages with our online booking engine, aRes.

### Board Discussion Items

The board decided to discuss the topic of revenue opportunities, which may include advertising in our visitor guide, at the annual board retreat. GJVCB staff will look at dates in March and April and propose those to the board.

### Other Business

- Board member vacancies – The board discussed their desired skill sets for new board members. Brad will summarize those in a letter to the City Clerk for City Council to consider during the interviewing and selection process. Kate Graham said she has reapplied.
- There will be a Special Events Committee meeting on December 7<sup>th</sup>. Four board members are needed to participate on the committee for 2016.
- The board discussed the 2016 USA Pro Cycling Challenge race and agreed that the event is potentially beneficial to the community. Funds in the amount of \$10,000 - \$25,000 that the board set aside in the 2016 budget for new events could be reallocated for this event.

There being no further business, Don Bramer motioned to end the meeting; Sharon Woelfle seconded, motion passed. The meeting adjourned at 5:18 p.m.