

GRAND JUNCTION VISITOR & CONVENTION BUREAU  
BOARD OF DIRECTORS JOINT MEETING WITH FRUITA TOURISM ADVISORY COUNCIL

November 10, 2015

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

Grand Junction Visitor and Convention Bureau Board Members Present: Brad Taylor, Susie Kiger, Kate Graham, Sharon Woelfle, Don Bramer, Glen Gallegos

City of Fruita and Fruita Tourism Advisory Council Members: Mike Bennett, Odette Brach, Joel Kincaid

Staff Present: Debbie Kovalik, Barbara Bowman, Mistalynn Meyeraan, Kim Machado

Guests: Rick Taggart – Grand Junction City Councilmember

The meeting convened at 3:05 p.m.

After formal introductions, Brad Taylor welcomed everyone to the meeting and proposed that both boards meet at least annually to discuss joint marketing efforts for the Grand Valley. Mistalynn Meyeraan shared the current joint marketing projects, such as Red Hot Dirt Days, which was supported by a matching grant from the Colorado Tourism Office (CTO) during the first year of that it was launched. The group discussed various ideas on joint marketing projects, such as coop advertising in the Colorado Official State Vacation Guide with Grand Junction, Fruita, and Palisade. Joel Kincaid mentioned that if they are informed of projects well in advance, they can plan accordingly in their budget. Public relations was also discussed as another partnering opportunity.

Fruita has been working on videos and photography with Colorado Mesa University students. Mistalynn mentioned that there is an opportunity to work with the CTO's in-house videographer with full rights to their videos. Grants from the CTO have a better chance of being approved when there are area coops asking for new and innovative marketing projects.

The group discussed how to improve communication between both entities, including meeting on a regular basis when opportunities are presented and how joint resources can be used to better market the area. Debbie suggested that Fruita's tourism representatives attend Tourism Day at the State Capitol every January along with the legislative reception sponsored by the Tourism Industry Association of Colorado, where they can build relationships with other Colorado destination professionals and hear new ideas. Both Brad and Sharon added that attending this event is important in educating legislators on the value of tourism. The CTO's Governor's Conference on Tourism is another great event for Fruita to attend and there may be an opportunity for our area to host it in 2017.

Brad shared the breakdown of special event funding awarded by the GJVCB's Special Events Committee for events held in the Grand Valley for the years of 2011 – 2015 YTD. Out of the \$165,740 total amount, \$15,950 has been awarded to events held in Fruita. He further explained how the committee's process for reviewing the applications which is based on established criteria that supports the GJVCB's mission.

The meeting concluded at 3:48 p.m.