

GRAND JUNCTION VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS REGULAR MEETING

MARCH 6, 2012

REDLANDS MESA GOLF CLUB
2325 West Ridges Boulevard

PRESIDING: Paul Petersen, Vice Chair

MEMBERS PRESENT: Jessica Stimmel, Ron Beach, Lon Carpenter, Lynne Sorlye, Glen Gallegos, John Williams

MEMBERS ABSENT: Per Nilsson, Mike Bell

STAFF PRESENT: Barbara Bowman, Debbie Kovalik, Erin Chapman, Holly Prickett, Irene Carlow

GUEST: Sandie Cooper, Cassadie Shull, Tom Kleinschnitz

The meeting was called to order at 3:10 pm.

MINUTES OF FEBRUARY 14, 2012: Jessica Stimmel moved to approve the minutes as written, Lynne Sorlye seconded, passed unanimously.

COLORADO MOUNTAIN WINEFEST: Sandi Cooper and Cassadie Shull, Colorado Association for Viticulture and Enology (CAVE), thanked the Board for their continuing commitment to support the Winefest. The VCB's marketing efforts supplement CAVE's advertising and provides the potential to increase festival attendance. In 2011, a total of 5,700 tickets were sold; Colorado represents the highest ticket sales with Utah second highest. The 2nd Annual Colorado Urban Winefest will be held June 9 in Sculpture Park at the Denver Performing Arts Complex.

Debbie Kovalik asked Cassadie to continue providing the VCB with a zip code breakout of attendees. She also stated that the VCB will have an information booth at the Denver event. Board members said they would like to see more synergy and cross-promotion between the Winefest and Tour of the Vineyards.

BOARD DISCUSSION ITEMS: Special Events Jessica Stimmel reported that, thus far, \$16,890 has been awarded of the \$35,000 budgeted for this year. The Committee reviewed two applications:

Grand Valley Performing Arts Festival - \$3,595 requested This is the second year of the festival that features four days of dance, music, theater, poetry performances

and workshops by local artists and organizations. Daytime shows and activities are free; ticketed events are Friday and Saturday nights. Last year, 380 local performers participated and there were 800 attendees. The committee sees minimal draw from outside Mesa County, for now, and little potential for overnight stays. The committee recommends \$1,260 to print and mail postcards for a statewide direct mail campaign to generate awareness of the festival and possibly create interest in this event in future years.

Discussion: Other applications are expected to be received from events that are certain to generate room nights. Awarding additional funds to this event that does not appear to have a substantial ability to attract out of town attendees would not be a good use of Special Events funds.

Glen Gallegos moved not to award Special Events marketing assistance to the Grand Valley Performing Arts Festival, Lynne Sorlye seconded, passed unanimously.

Grand Junction Symphony Rockestra Ball - \$5,000 requested The GJ Rockestra is a group of local musicians (Symphony and CMU) who perform classic rock and roll with a symphonic twist. This concert is a new event that will be held at Two Rivers Convention Center with expected attendance of 1,400. The committee views this as a local event with little potential for out of town attendees and, therefore, recommends no funding. Lynne Sorlye moved not to award Special Events marketing assistance to the Grand Junction Symphony Rockestra Ball, John Williams seconded, passed unanimously.

Annual Retreat Barb Bowman distributed the draft agenda and said that Sen. Al White, Director of the Colorado Tourism Office, will attend and the Associate Director may also. They will discuss the statewide campaign and funding issues.

John Williams said he requested that GJEP be given 30 minutes on the agenda to discuss GJEP's goal of attracting outdoor recreation equipment manufacturers. GJEP has contracted with CMU to research information on the outdoor equipment industry (vendors, contractors) as well as to catalog potential impediments to doing business in the Grand Valley.

The Board discussed the goals of the retreat and agreed that the afternoon portion should focus on long-range planning, including budgeting.

STAFF REPORTS: Erin Chapman presented the group sales report for February and discussed a new element of the sales report: "Portional Revenue" refers to optional tours and activities for groups that have already booked lodging or do not need lodging. The VCB will now log these efforts on the report.

CLUB 20: Tom Kleinschnitz, Chair of the Club 20 Tourism Committee, reported on topics addressed at the committee's recent meeting:

- Discussions on the Colorado National Monument/National Park status did not result in consensus.
- New regulations are being discussed that could require a Commercial Driver's License for drivers of 9-15 passenger vehicles for interstate travel. This would affect hotels and tour operators (including rafting and biking shuttles).
- Healthy Food Initiative could be extended to National Park Service concessionaires as well as river outfitters; the requirements address both the type of food being served as well as portion size.
- Reserved-space camping permits in the McInnis Canyon National Conservation Area may result in a higher quality river rafting experience.

There being no further business, the meeting was adjourned at 5:10 pm.

Prepared by: Irene Carlow