

GRAND JUNCTION VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS MEETING

December 8, 2015

DoubleTree Hotel
743 Horizon Drive
Grand Junction, CO

PRESIDING: Brad Taylor, Chair

MEMBERS PRESENT: Susie Kiger, Kate Graham, Billie Witham, Don Bramer, and Glen Gallegos

MEMBERS ABSENT: Kevin Reimer, Sharon Woelfle

STAFF PRESENT: Debbie Kovalik, Barbara Bowman, Mistalynn Meyeraan, Kristin Lynch, Katharina Morrison, Kerry Graves, Kathy Plunk, Erin Chapman, and Kim Machado

GUESTS: Rick Taggart and Marty Chazin – Grand Junction City Councilmembers; Karin Mast and Carrie Tomlinson – Miles Media LLC; Darshann Ruckman – Clarion Inn; Ken Mabery – Colorado National Monument

The meeting was called to order at 2:59 p.m.

Minutes from the November 10, 2015 board meeting: Don Bramer moved to approve the minutes as written, Kate Graham seconded; minutes approved.

Special Events Funding

The Special Events Committee met on December 7, 2015 and reviewed 4 applications for special event funding. The committee recommended the same funding amounts as what was awarded to these events in 2015, which are as follows:

- DreamCatcher Half-Marathon – \$2,000
- Tour de Vineyards – \$1,000
- Rumble at 18 Road – \$2,000
- Desert RATS Trailrunning Festival – \$1,500

Through email communication, Don Bramer approved the committee's recommended funding amounts for these events; Susie Kiger seconded. Motion approved.

The committee also proposed a \$40,000 funding package for the 2016 USA Pro Cycling Challenge. The proposed package includes \$25,000 in cash that was originally set aside for funding new special events in 2016, and \$15,000 of in-kind marketing services which will come from the GJVCB's marketing and advertising budget. Susie Kiger motioned to approve the \$25,000 cash and \$15,000 of in-kind marketing services for USA Pro Cycling; Don Bramer seconded. Motion approved.

With this approval from the board, the GJVCB will be funding 5 cycling-related events in 2016. Total funding and sponsorships for 2016 special events is \$86,000, which is 12% of the GJVCB's advertising and marketing budget. In 2015, the GJVCB funded a total of \$91,000 for special events which was 14% of the total advertising and marketing budget.

Susie Kiger suggested to have John Klish from MAD Racing attend the January board meeting to further discuss his upcoming events since he is applying for a larger sum of special event funding.

Short-term Vacation Rentals

Barbara Bowman mentioned that the number of short-term vacation rentals in the Grand Junction area is rising. These properties who collect and remit the lodging tax are eligible for most of the GJVCB's marketing services with the exception of a listing in the Official Grand Junction Visitor Guide. This was a board decision due to the transitory nature of short-term vacation rentals.

There is one short-term vacation rental located outside of the city limits that is participating in the GJVCB's marketing services program. A discussion then ensued regarding the required deposit for properties participating in the program, which was adopted by City Council Resolution No. 44-11 on September 7, 2011. Kate Graham motioned to reduce the required deposit from \$500 to a \$100 non-refundable deposit. A second was not made to Kate's motion and the motion failed.

Brad suggested that this topic needs further discussion and recommended adding it to the agenda for the January regular board meeting. Debbie mentioned that she will speak to the City Attorney in the meantime to get his thoughts on the resolution.

Miles Media Presentation – Carrie Barker and Karin Mast

Carrie Tomlinson and Karin Mast from Miles Media presented a review of the GJVCB's website and internet marketing accomplishments in 2015. In November 2015, visitgrandjunction.com saw more than 53% of visits coming from mobile devices. Results from email marketing, search engine marketing, digital visitor's guide with the Layar App, and personalized content were also shared. Other highlights include revenue increases for online bookings and record traffic visits to the website.

A redesign of the current website will launch in January 2016 which will better adapt to the mobile environment. Other opportunities for 2016 include targeting newsletter segments, improving content, and site improvements for tracking ability.

Other Business

- A press release from the Colorado National Monument (CNM) was distributed regarding the use of the CNM for the USA Pro Cycling race. The National Park Service is not able to approve the Special Use Permit application for this race due to several reasons, one of which it conflicts with Federal Law; NPS Regulations, rules and policy.
- Tourism Day at the State Capitol is scheduled for January 25, 2016. The board chair and vice-chair will be attending along with some of the GJVCB staff members.
- Brad recognized and thanked Glen Gallegos for his 6 years of service on the GJVCB board of directors. Glen thanked the board and staff for their hard work and dedication in promoting Grand Junction as a premier destination.

- Don Bramer motioned to elect Brad Taylor as the GJVCB Board Chair for 2016. Glen Gallegos seconded; motion approved.
- Susie Kiger motioned to elect Don Bramer as the GJVCB Vice-Chair for 2016. Glen Gallegos seconded; motion approved.

Doug Russo, General Manager of the DoubleTree Hotel welcomed the board and staff to the DoubleTree and gave a brief background of his career along with a preview of activities for 2016. No renovations are planned. Barbara thanked Doug and the DoubleTree staff for hosting the GJVCB's December board meeting and reception.

There being no further business, Don Bramer motioned to end the meeting; Susie Kiger seconded, motion passed. The meeting adjourned at 4:49 p.m.