

GRAND JUNCTION VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS MEETING

January 12, 2016

Two Rivers Convention Center
159 Main Street
Grand Junction, CO 81501

PRESIDING: Brad Taylor, Chair

MEMBERS PRESENT: Susie Kiger, Billie Witham, Kevin Reimer, Sharon Woelfle, Josh Niernberg, Julie Shafer

MEMBERS ABSENT: Don Bramer, Jamie Lummis

STAFF PRESENT: Barbara Bowman, Mistalynn Meyeraan, Kristin Lynch, Erin Chapman, Katharina Morrison, Kim Machado

GUESTS: John Klish – MAD Racing

The meeting was called to order at 3:02 p.m.

Minutes from the December 8, 2015 board meeting: Susie Kiger moved to approve the minutes as written, Brad Taylor seconded; minutes approved.

Brad Taylor thanked Kate Graham for her tenure on the board from 2013 – 2015 and presented her with an engraved painting. Kate said that she enjoyed serving on the board and has gained a lot of knowledge of tourism during the past 3 years.

Barbara Bowman thanked Brad Taylor and Sharon Woelfle for their commitment and dedication as the board Chair and Vice-Chair respectively, for 2015.

Brad welcomed new members Josh Niernberg and Julie Shafer to the board.

Mountain and Desert Racing, LLC – John Klish, CEO

John Klish, CEO of Mountain and Desert (MAD) Racing, LLC, provided a brief background of MAD Racing and updated the board on the events the organization has hosted and will be hosting. Since 2014, MAD Racing has hosted 16 cycling events, timed 25 events, and hosted 14 cyclocross events. For 2016, MAD will be hosting 10 events and 12 clinics. The organization's 10-year goal is to eventually employ 20 workers, host 20 event days per year, and attract 10 professional riders for the racing series.

The 2016 Rumble at 18 Road event is a national qualifier and is projected to sell out at 450 participants for both days of the race. The event will also be held in conjunction with the Gear Up Festival (formerly Mog Outdoor Fest). MAD Racing is requesting special event funding for 4 events for this year as well as the 2017 Rumble at 18 Road event.

Special Event Funding

The Special Event Committee met on January 11th to review 3 applications for special event funding:

- Rumble at 18 Road and Gear Up Festival – April 23 – 24, 2016 in Fruita. Both events have partnered together for funding. The committee recommends funding \$3,500 for both events. Kevin Reimer motioned to approve the recommended funding; Susie Kiger seconded. Motion passed.
- Colorado's Grand Valley Marathon – May 7, 2016 in Palisade. The committee recommends funding \$1,000. Susie Kiger motioned to approve the recommended funding; Kevin Reimer seconded. Motion passed.
- Rocky Mountain Women's Expo – November 5, 2016 in Grand Junction. Julie Shafer is the organizer of the event and left the room while the board discussed the request for funding. Typically, the GJVCB has not granted special event funding to expos. The board advised the Special Event Committee to hold this application and requested that the Special Event policy be reviewed to possibly consider expos. This will be added to the annual retreat agenda.

Julie rejoined the meeting.

Staff Reports

- Marketing and Public Relations – Mistalynn Meyeraan provided the following update:
 - The 2016 Official Visitor Guide will be available for distribution at the end of January.
 - The Spring Ski and Stay campaign starts February 5th. This \$14,000 campaign is a result of the \$7,000 matching grant received from the Colorado Tourism Office, in conjunction with \$3,500 each from Powderhorn and the GJVCB.
 - The GJVCB is a presenting sponsor of the Winter Wine Fest in Denver on February 6th.
 - The GJVCB recently hosted a French journalist. The next media FAM will be in February and will focus on skiing and biking.
 - The first mobile visitor center, in the form of a kiosk, and will be placed at the airport and is awaiting airport approval to begin working on updating the software on the kiosk.
- Group Sales – Erin Chapman reported that the Group Sales Department ended the year with 97 leads which exceeded their goal of 94. Since the slowest time for meetings and conventions is January through April, a meeting package has been created that includes free meeting space, as well as other benefits, all for \$59 per person, per day on top of the hotel's room rate. Information on this package has been sent out to 800 meeting planners in Colorado.
- Convention and Event Services – Kristin Lynch reported servicing for 2016 events has begun. She has been working with Cycling CME which combines continuing medical education (CME) and bicycling tours. The program brings in doctors from all over the world.
- Visitor Center – Katharina Morrison reported that visits to the Visitor Center were lower in November and December due to construction on Horizon Drive. She will be reaching out to hotel staff to create tourism ambassadors. Horizon Drive construction is scheduled to resume in February but she is confident that visitor numbers will increase.

GJVCB Marketing Services Program

Barbara Bowman explained the GJVCB's marketing services program, also called "Expand the Tent", to the new board members. At the December 2015 board meeting, there was a discussion regarding the required deposit to participate in the program, which is currently \$500. The dynamics of the program has changed since its inception and some of the board members suggested that a non-refundable administrative fee be required instead of a deposit. Since the topic may require a lengthier discussion, Brad suggested that it be added as an agenda item for the annual retreat.

Meeting Notice Official Location for 2016

State Law requires an annual designation of the official location for the posting of the GJVCB Board of Directors meeting notices. The designated location for this board is to be the glassed-in bulletin board outside of the City Auditorium lobby at 250 N. 5th Street. Susie Kiger moved to approve the official designated location; Sharon Woelfle seconded. Motion passed.

Other Business

- The Events Center topic will be added to the annual retreat agenda.
- The Banff Film Festival will be at the Avalon Theatre on February 20, 2016.

There being no further business, Brad Taylor motioned to end the meeting; Kevin Reimer seconded, motion passed. The meeting adjourned at 5:14 p.m.