

GRAND JUNCTION VISITOR & CONVENTION BUREAU  
BOARD OF DIRECTORS REGULAR MEETING

APRIL 10, 2012

Home Loan State Bank  
4<sup>th</sup> Street & Rood Avenue

PRESIDING: Paul Petersen, Vice Chair

MEMBERS PRESENT: Mike Bell, Lon Carpenter, Lynne Sorlye, Glen Gallegos, John Williams

MEMBERS ABSENT: Per Nilsson, Jessica Stimmel, Ron Beach

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

GUEST: Jamie Hamilton, Wendy Jones, Libby Collins

The meeting was called to order at 3:05 pm.

MINUTES OF MARCH 6, 2012: Lon Carpenter moved to approve the minutes as written, Lynne Sorlye seconded, motion approved.

HOST REMARKS: Jamie Hamilton thanked the Board for their continued support of JUCO and sponsorship of the Hall of Fame Banquet. Other benefits of the VCB's sponsorship include:

- Streaming commercials throughout the tournament
- Recognition at the American Baseball Coaches Association Convention and Athletic Director meetings
- Recognition in the official JUCO program and in the *Daily Sentinel* sponsor thank you page

Jamie stated that the Stocker Stadium renovation project is technically finished – on time and under budget. The stadium will seat 7,800+ fans; reserved seating will be available for the first time and 500 reserved tickets have been sold so far.

BOARD DISCUSSION ITEMS: Special Events Lon Carpenter reported that \$16,890 has been awarded thus far, leaving a balance of \$18,110. Two applications were reviewed:

*Earth, Wind & Water: 2012 Visiting Writers Series \$1,700 requested* Funding is requested to promote readings and book signings on three dates (5/12, 7/21, 11/3).

The visiting authors are on scheduled tours to do readings and promote sales of their books. (These events are sponsored by the Western Colorado Writers Forum, but are different than the 3-day Writers' Conference that received a Special Events award last year.) The committee feels that these readings/signings are local events and do not meet the Policy criteria; therefore, no funding is recommended. Glen Gallegos moved to accept the Committee's recommendation not to award Special Event Marketing Assistance to the 2012 Visiting Writers Series, Lynne Sorlye seconded, motion passed.

*44<sup>th</sup> Annual Palisade Peach Festival - \$5,500 requested* Organizers report that 30,000 people attended all the various Peach Festival-related events last year. The successful "Feast in the Fields" dinners will continue and a concert will be added to the schedule of events. The committee is disappointed that the promotional partnership with King Soopers has ended, but feels the VCB should be involved at some level to help make this a good event. The committee recommends awarding \$4,000 with the stipulation that it be used for out-of-area advertising.

Lynne Sorlye moved to award \$4,000 Special Event Marketing assistance to the Palisade Peach Festival.

Discussion: The Board wants more information about the number of out-of-town attendees to demonstrate overnight stays, as well as participation in the various scheduled activities. The Board needs this information to assess the success and quality of the event.

The motion was seconded by John Williams, motion passed.

City Administration Update: The department quarterly budget review is scheduled for later this month. At the June 4 Council workshop, Debbie Kovalik will present a budgetary overview of the department including how savings were achieved the past 3-4 years; operating and capital impact of those savings; future capital needs and other long-range planning issues. Every department is making a similar presentation and all will be completed by the end of June when 2013-14 budget development begins.

STAFF REPORTS: Erin Chapman reported on recent sales activities:

- The VCB conducted a fam for lodging properties' sales staff
- Grand Circle Association Board meeting at the Grand Vista
- Visited American Airlines Reservation center in Dallas, contacted 200 agents
- Denver sales blitz (VCB staff, hotels, TRCC) – 12 appointments

Marketing: Holly Pricket discussed the public relations seminar Gaylene Ore conducted for local tourism partners. The summer campaign is rolling out and the first round of Denver billboards are up.

OTHER BUSINESS: Libby Collins, Mesa Land Trust, thanked the Board for supporting the Land Trust's grant application for GOCO funds for the Three Sisters project. A grant in the amount of \$675,000 was received. The City of Grand Junction is contributing \$500,000± in land trade and several other foundations/organizations have been very generous also. The Land Trust hopes to finalize purchase of the land in May but needs to raise additional funds to complete the transaction. A conservation easement will be created and turned over the City and the BLM will manage the trails, which will eventually connect to the Riverfront Trail.

There being no further business, the meeting was adjourned at 5:00 pm on motion of Lon Carpenter and second of Lynne Sorlye.

Prepared by: Irene Carlow