

GRAND JUNCTION VISITOR & CONVENTION BUREAU  
BOARD OF DIRECTORS MEETING

April 12, 2016

Residence Inn by Marriott  
767 Horizon Drive  
Grand Junction, CO 81506

PRESIDING: Brad Taylor, Chair

MEMBERS PRESENT: Susie Kiger, Billie Witham, Kevin Reimer, Julie Shafer, Don Bramer, Sharon Woelfle, Jamie Lummis

MEMBERS ABSENT: Josh Niernberg

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

GUESTS: Jamie Hamilton – JUCO; Marci Kurronen – Front Range Sales Contractor

OBSERVERS: Darshann Ruckman – General Manager, Clarion Inn; Debbie Revis – General Manager, Grand Vista Hotel; Doug Russo – General Manager, DoubleTree Hotel; Rob Feely – Owner, Super 8 Grand Junction; Tami Thompson-Booker – Regional Director of Sales, Holiday Inn and Suites; Randy Rudd – General Manager, Holiday Inn and Suites; Kayla McPherson – Holiday Inn and Suites

The meeting was called to order at 3:05 p.m.

Minutes from the February 9, 2016 board meeting: Jamie Lummis moved to approve the minutes as written, Sharon Woelfle seconded; minutes approved.

Theresa Horvat, Director of Sales, welcomed everyone to the Residence Inn. Both the Residence Inn and the Courtyard by Marriott properties recently finished a complete room renovation project. The new rooms have new furniture, carpet, and fixtures.

Jamie Hamilton, JUCO Tournament Chairman, provided a brief overview of the 2016 JUCO World Series Tournament. This year will be the 59<sup>th</sup> annual. Major League Baseball will be live streaming the last two game of the tournament, which will include the championship game. General admission ticket prices are the same; \$35 for adults and \$25 for students and seniors. Sponsorships are down. The Challenger Baseball Team will be attending the Little League World Series this August where 15 special players will play an exhibition baseball game to be televised live on ESPN. Jamie thanked the GJVCB board for their continued sponsorship of JUCO and presented the board chair with a t-shirt.

#### Staff Reports

Marketing and Public Relations – Mistalynn Meyeraan shared the following updates:

- Mistalynn met with 13 journalists during the media event in Salt Lake City on April 5<sup>th</sup> – 7<sup>th</sup>

- She will be attending the Colorado Tourism's Office media event in Austin, TX on April 20<sup>th</sup> – 22<sup>nd</sup>. Board member Josh Niernberg will also be in attendance as a guest chef.
- Our ads are live in Summit County on mass transit busses and online
- The winter campaign co-op with Powderhorn has just completed. This is the first time packages have been offered on our online booking engine.
- Media FAMs (familiarization tours) have begun and will be in full swing very soon

Group Sales – Erin Chapman provided the following updates:

- 40 leads have been generated this year so far which is 41% to goal
- FAMs for groups and meeting planners are ramping up. The first FAM recently held included a German group.
- The 2<sup>nd</sup> Quarter Coffee meeting was held on April 6<sup>th</sup> and was well attended. This event partnered the lodging properties with event coordinators.

Erin explained the difference between leads and contacts as well as some of the features of the Group Sales report to the board.

Convention and Event Servicing – Kristin Lynch reported the following:

- The Dream Catcher Half-Marathon was held in March, however, results on the number of out-of-town attendees has not been provided yet
- The Snow Conference was held in April and two other ski conferences will be coming in May
- The National Collegiate Cycling Championship is planned for May 2017
- The Masters Swim Meet is coming back to Grand Junction in 2017

Kristin explained the purpose of Attendance Builders to the board.

Visitor Center and Services – Katharina Morrison reported the following:

- Visits to the visitor center are down year to date due to a number of reasons including Horizon Drive construction, Glenwood Canyon closure, and the increase in inclement weather. Visits seem to be picking up in April
- Katharina has been attending the weekly Horizon Drive Construction meetings. Construction is six weeks ahead of schedule with a completion date for the roundabouts scheduled in May before JUCO begins. The entire project is expected to be completed by August.

### Front Range Sales Update

Marci Kurronen explained the different meeting planner organizations that she works with and the events that she participates in on behalf of the GJVCB to bring business to Grand Junction. The goal is to convince these organizations to hold their meetings or conventions in Grand Junction, which is challenging due to competition from other state and regional destinations. She further stated that Grand Junction is a destination with so much to offer, however, some of the challenges she faces in selling the destination include incentives, such as cash and free meeting space that other destinations offer; the distance from the Front Range to Grand Junction, the weather, and an outdated convention facility. She mentioned that a competitive advantage for Grand Junction is affordable lodging rates and taxes. In response to the idea of raising the lodging tax, Marci said there is a threshold that would make the destination unable to compete in the market and would result in loss of business. Denver's tax rate is close to 15% and a destination should not go above that.

A discussion followed relating to the proposed events center and the potential of increasing the lodging tax as an option to fund the project. Opposing opinions were expressed from the General Managers and Owner from the local lodging properties regarding the appropriate amount of increase and how the funds should be used to promote the overall destination. Kevin Reimer stated that besides the option of increasing the lodging tax, there were other suggestions presented to possibly fund an events center. Don Bramer suggested that the general managers and owners of the lodging properties have conversations with the members of City Council.

### Special Events Funding

The Special Events Committee met on Monday, April 11, 2016 and made the following recommendations for 2016 funding:

- \$1,500 – Downtown Car Show
- \$2,000 – Peach Festival
- \$1,500 – Rim Rock Marathon
- \$5,000 – Tour of the Moon

The committee also recommends the moving of two long-standing events; the Tour of the Moon (\$5,000) and Palisade Peach Festival (\$2,000), to a Sponsorship level beginning with the 2017 budget.

Due to lack of time remaining in the meeting, Mistalynn and Kim will send an email out to the board to consider voting on the committee's two recommendations.

*Update 4/22/16 - see attached email communications.*

*Billie Witham motioned to approve \$1,500 for Downtown Car Show, \$2,000 for the Peach Festival, \$1,500 for the Rim Rock Marathon, and \$5,000 for Tour of the Moon. Jamie Lummis seconded the motion. Motion passed by majority. Brad Taylor abstained from voting on funding for Tour of the Moon, citing a conflict of interest.*

*Billie Witham motioned to move Tour of the Moon (\$5,000) and the Palisade Peach Festival (\$2,000) from the Special Events budget to a Sponsorship level beginning with the 2017 budget. Jamie Lummis seconded the motion. Motion passed by majority. Brad Taylor abstained from voting on funding for Tour of the Moon, citing a conflict of interest.*

### Board Discussion Items

Due to lack of time, the Follow-up from the Board Retreat agenda item was moved to the next regular board meeting in May.

### Other Items

- Brad shared the front-page article from the Sunday, April 10<sup>th</sup> edition of the Daily Sentinel with the board featuring the increased visitation at the Colorado National Monument.
- Barbara said that the GJVCB will be submitting a request for proposal to have The Governor's Conference on Tourism held in Grand Junction in the fall of 2017. Hotel leads have been sent out.

There being no further business, Don Bramer motioned to end the meeting; Sharon Woelfle seconded, motion passed. The meeting adjourned at 5:05 p.m.

**Kim Machado - RE: Special Events Committee Recommendations**

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**From:** Brad Taylor <bradtaylor359@outlook.com>  
**To:** Don Bramer <don.bramer@gmail.com>, Kim Machado <kimm@ci.grandjct.co.us>  
**Date:** 4/21/2016 12:38 PM  
**Subject:** RE: Special Events Committee Recommendations  
**CC:** Josh Niernberg <josh@bin707.com>, Kevin Reimer <kevingjhotels@gmail.com>...

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Kim and Don,

The VCB Board has received a motion from Billie Witham to approve funding the four events for 2016:

1. Downtown Car Show- \$1500
2. Palisade Peach Fest- \$2000
3. Rim Rock Marathon- \$1500
4. Tour of the Moon- \$5000

Jamie Lummis provided a 2nd to that motion. Seven board members approved that motion. I vote to approve funding of the above events listed 1, 2 and 3. I abstain a vote on Tour of the Moon, citing a conflict of interest.

Billie Witham also motioned to approve moving the Palisade Peach Festival and Tour of the Moon from the Special Events budget to a Sponsorship level in 2017.

Jamie Lummis provided a 2nd to that motion. Seven board members approved that motion. I vote to approve moving the Palisade Peach Festival to Sponsorship level in 2017. I abstain from any vote for Tour of the Moon, citing a conflict of interest.

Both motions have passed and so I direct the staff to implement the funding and changes.

Thanks you  
 Brad

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Date: Tue, 19 Apr 2016 20:44:56 -0600

Subject: Re: Special Events Committee Recommendations

From: don.bramer@gmail.com

To: kimm@ci.grandjct.co.us

CC: josh@bin707.com; kevingjhotels@gmail.com; susie.kiger@gmail.com; swoelfle314@gmail.com; jlummis@moodyins.com; bradtaylor359@outlook.com; julie@shafermarketing.com; billie@tworiverswinery.com; barbarab@ci.grandjct.co.us; hollyp@ci.grandjct.co.us; kristinl@ci.grandjct.co.us; mistalm@ci.grandjct.co.us

I vote yes to fund the recommended amounts for the following events:

- a) \$1500.00 for Downtown Car Show



As mentioned in Tuesday's Board of Director's meeting, below is the full description of the committee's recommendation for April's Special Event Funding.

**We are looking for 2 actions from the Board -**

- 1.) Vote to approve or deny the proposed funding of the 4 events, listed below.**
- 2.) Vote to move the two longstanding events (Peach Fest and Tour of the Moon) to marquee level beginning in 2017.**

2016 BOD Special Event Funding Budget is \$35,000

To-date, the Board has approved allocations of \$24,100

To-date, budget balance is \$10,900

**The recommended funding amounts from the VCB Board Special Event Committee are:**

**\$1,500 Downtown Car Show**

**\$2,000 Peach Fest**

**\$1,500 Rim Rock Marathon**

**\$5,000 Tour of the Moon**

Leaving the Special Event Fund with a **balance of \$900.**

*A few notes -*

- Tour of the Valley, awarded \$1,000 in 2015, is past the 120 day deadline as of today (4/15/16).
- We received an application for the Colorado Color Classic Horse Show today, with a request of funding at \$1,500. This is a new event and has not been reviewed for ROI, etc., I'm simply making you aware of an application outstanding that will be reviewed at next month's meeting.

**During the committee meeting, it was discussed to move two events to marquee funding in 2017.** Events with this distinction (JUCO, Wine Fest, GJ Off-Road, Special Olympics) have a designated line in the general VCB budget funding them on an annually renewable funding level, without having them reapply each year. **The events in question include Tour of the Moon (\$5,000) and Palisade Peach Fest (\$2,000).**

Please respond with your two votes by April 22, 2016.

*Cheers!*

**Mistalynn Lee Meyeraan**

Marketing & Public Relations | Grand Junction Visitor & Convention Bureau | Colorado Wine Country  
740 Horizon Drive | Grand Junction, CO 81506 | Direct 970.256.4063 | Main 970.244.1480

[mistalm@gjcity.org](mailto:mistalm@gjcity.org)

[w] [www.VisitGrandJunction.com](http://www.VisitGrandJunction.com)

[fb] <https://www.facebook.com/VisitGrandJunction>

[t] @VisitGJ & @MistalynnM

**Kim Machado - RE: Special Events Committee Recommendations**

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**From:** susie k <susie.kiger@gmail.com>  
**To:** Kevin Reimer <kevingjhotels@gmail.com>  
**Date:** 4/18/2016 3:39 PM  
**Subject:** RE: Special Events Committee Recommendations  
**CC:** Kim Machado <kimm@ci.grandjct.co.us>, Jamie Lummis <jlummis@moodyins.com...>

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I vote yes on #1 and yes on #2.

Susie Kiger  
 970.261.2390

On Apr 18, 2016 2:56 PM, "Kevin Reimer" <kevingjhotels@gmail.com> wrote:

I vote yes on #1 and yes on #2.

Kevin Reimer

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**From:** Kim Machado [mailto:kimm@ci.grandjct.co.us]  
**Sent:** Monday, April 18, 2016 1:58 PM  
**To:** 'Brad Taylor'; 'Don Bramer'; 'Jamie Lummis'; 'Josh Niernberg'; 'Julie Shafer'; 'Kevin Reimer'; 'Sharon Woelfle'; 'Susie Kiger'; Billie Witham; Kim Machado  
**Cc:** Barbara Bowman; Holly Prickett; Kristin Lynch; Mistalynn Meyeraan  
**Subject:** RE: Special Events Committee Recommendations  
**Importance:** High

Hello again,

After reviewing the chronological string of emails, there were votes stated prior to the motions and the seconds made for both of the action items. Therefore, **we do not have a majority**.

To ensure this is clear for the minutes and thus the public record, listed below are the motions made by Billie and the seconds from Jamie. **Please restate your votes for EACH of the items from this email** and be specific as to which item(s) you are voting yes or no to (i.e. "I vote yes/no to both items", "I vote yes/no to #1 and #2, "I vote yes to #1 and no to #2, etc.). Again, please click on "reply all" when indicating your votes.

1. *Billie Witham motioned to approve \$1,500 for the Downtown Car Show, \$2,000 for the Peach Festival, \$1,500 for the Rim Rock Marathon, and \$5,000 for Tour of the Moon. Jamie Lummis seconded the motion.*
2. *Billie Witham motioned to approve moving the Tour of the Moon (\$5,000) and the Palisade Peach Festival (\$2,000) events from the Special Events budget to a Sponsorship level beginning with the 2017 budget. Jamie Lummis seconded the motion.*

We appreciate your cooperation with accurately stating the actions on these items for the record. Please let me know if you have any questions.

Kim

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>>> Jamie Lummis <[Jamie.Lummis@Moodyins.com](mailto:Jamie.Lummis@Moodyins.com)> 4/18/2016 11:38 AM >>>

Dear Kim:

I seconded both of Billie's motions.

Please let me know if you need anything else.

Sincerely,



Jamie Lummis, ARM, CIC

Partner

[jamie.lummis@moodyins.com](mailto:jamie.lummis@moodyins.com)

760 Horizon Drive, Suite 302 | Grand Junction, CO 81506

[970.248.8300](tel:970.248.8300) f | [970.248.8305](tel:970.248.8305) d | [970.242.1894](tel:970.242.1894) f

>>> "Billie Witham" [billie@tworiverswinery.com](mailto:billie@tworiverswinery.com)> 4/16/2016 4:52 PM >>

I make a motion to move Tour of the Moon and Palisade Peach Fest from the Special Events budget to a Sponsorship Level.

Billie Witham

>>> "Billie Witham" <[billie@tworiverswinery.com](mailto:billie@tworiverswinery.com)> 4/16/2016 4:50 PM >>>

Hello Board Members:

I make a motion to fund the four events: Downtown Car Show \$1,500; Peach Fest \$2,000; Rim Rock Marathon \$1,500; Tour of the Moon \$5,000.

Billie Witham

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**From:** Kim Machado [<mailto:kimm@ci.grandjct.co.us>]

**Sent:** Friday, April 15, 2016 4:36 PM

**To:** Josh Niernberg; Don Bramer; Kevin Reimer; Susie Kiger; Sharon Woelfle; Jamie Lummis; Brad Taylor; Julie Shafer; Billie Witham

**Cc:** Barbara Bowman; Holly Prickett; Kristin Lynch; Mistalynn Meyeraan

**Subject:** Re: Special Events Committee Recommendations

**Importance:** High





(4/15/16).

- We received an application for the Colorado Color Classic Horse Show today, with a request of funding at \$1,500. This is a new event and has not been reviewed for ROI, etc., I'm simply making you aware of an application outstanding that will be reviewed at next month's meeting.

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Please respond with your two votes by April 22, 2016.

*Cheers!*

**Mistalynn Lee Meyeraan**

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[fb] <https://www.facebook.com/VisitGrandJunction>

[t] @VisitGJ & @MistalynnM

**Kim Machado - RE: Special Events Committee Recommendations**

**From:** Sharon Woelfle <swoelfle314@gmail.com>  
**To:** Kim Machado <kimm@ci.grandjct.co.us>  
**Date:** 4/19/2016 4:46 PM  
**Subject:** RE: Special Events Committee Recommendations  
**CC:** Jamie Lummis <jlummis@moodyins.com>, Susie Kiger <susie.kiger@gmail.com>...

I vote to approve both motions.

On Apr 18, 2016 2:54 PM, "Kim Machado" <kimm@ci.grandjct.co.us> wrote:

Thank you Julie.  
 Kim

>>> "Julie Shafer" <Julie@ShaferMarketing.com> 4/18/2016 2:59 PM >>>

I vote to approve both motions.

**Julie Shafer - Agent**

"Coldwell Blue and Colorado Proud"

Office: 970-242-6663

Cell: 970-250-6863



[www.coldwellbanker.com/agents/Julie-Shafer-81505](http://www.coldwellbanker.com/agents/Julie-Shafer-81505)

**From:** Kim Machado [mailto:kimm@ci.grandjct.co.us]  
**Sent:** Monday, April 18, 2016 1:58 PM  
**To:** 'Brad Taylor' <bradtaylor359@outlook.com>; 'Don Bramer' <don.bramer@gmail.com>; 'Jamie Lummis' <jlummis@moodyins.com>; 'Josh Niernberg' <josh@bin707.com>; 'Julie Shafer' <julie@shafermarketing.com>; 'Kevin Reimer' <kevingjhotels@gmail.com>; 'Sharon Woelfle' <swoelfle314@gmail.com>; 'Susie Kiger' <susie.kiger@gmail.com>; Billie Witham <billie@tworiverswinery.com>; Kim Machado <kimm@ci.grandjct.co.us>  
**Cc:** Barbara Bowman <barbarab@ci.grandjct.co.us>; Holly Prickett <hollyp@ci.grandjct.co.us>; Kristin Lynch <kristinl@ci.grandjct.co.us>; Mistalynn Meyeraan <mistalm@ci.grandjct.co.us>  
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**Kim Machado - Re: Special Events Committee Recommendations**

**From:** josh niernberg <josh@bin707.com>  
**To:** Kim Machado <kimm@ci.grandjct.co.us>  
**Date:** 4/18/2016 2:02 PM  
**Subject:** Re: Special Events Committee Recommendations  
**CC:** Brad Taylor <bradtaylor359@outlook.com>, Don Bramer <don.bramer@gmail.co...

I vote to approve both motions.

Josh Niernberg  
 chef/owner  
 Bin 707 Foodbar

[@bin707foodbar](mailto:@bin707foodbar)  
[www.bin707.com](http://www.bin707.com)  
 970-243-4543 x 3  
 720-495-8483 c

On Apr 18, 2016, at 1:58 PM, Kim Machado <[kimm@ci.grandjct.co.us](mailto:kimm@ci.grandjct.co.us)> wrote:

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**From:** Jamie Lummis <Jamie.Lummis@Moodyins.com>  
**To:** Kim Machado <kimm@ci.grandjct.co.us>, 'Brad Taylor' <bradtaylor359@outlo...  
**Date:** 4/18/2016 2:29 PM  
**Subject:** RE: Special Events Committee Recommendations  
**CC:** Barbara Bowman <barbarab@ci.grandjct.co.us>, Holly Prickett <hollyp@ci.g...

I vote yes on both 1. and 2.



**Jamie Lummis, ARM, CIC**  
**Partner**

[jamie.lummis@moodyins.com](mailto:jamie.lummis@moodyins.com)

760 Horizon Drive, Suite 302 | Grand Junction, CO 81506  
 970.248.8300 t | 970.248.8305 d | 970.242.1894 f

[LinkedIn](#) | [Facebook](#) | [Twitter](#)  
[moodyins.com](http://moodyins.com)

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