

GRAND JUNCTION VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS MEETING

May 10, 2016

Wine Country Inn
777 Grande River Dr.
Palisade, CO 81526

PRESIDING: Don Bramer, Vice-Chair

MEMBERS PRESENT: Susie Kiger, Kevin Reimer, Julie Shafer, Josh Niernberg, Jamie Lummis

MEMBERS ABSENT: Brad Taylor, Sharon Woelfle, Billie Witham

STAFF PRESENT: Debbie Kovalik, Barbara Bowman, Mistalynn Meyeraan, Kim Machado

The meeting was called to order at 4:29 p.m.

Minutes from the April 12, 2016 board meeting: Jamie Lummis moved to approve the minutes as written, Susie Kiger seconded; minutes approved.

Special Events Funding

Susie reviewed the application received from Colorado Canyons Color Classic Paint Horse Show that was considered at the Special Events Committee meeting on May 9th. The committee recommends funding this event at \$600. Julie Shafer moved to approve funding \$600 for the Colorado canyons Color Classic Paint Horse Show; Josh Niernberg seconded. Motion passed unanimously. After funding this event, the balance remaining in Special Event Funding for 2016 is \$300.

Follow-up from the Board Retreat

A list of high-level action items identified at the Board Retreat were distributed to the board members (attached). The items were categorized into three areas; outreach, sustainability, and partnerships. The discussion included which City Councilmember each board member will meet with, common talking points, and establishing a committee to determine the best and highest use for an increase in lodging tax. Kevin and Jamie expressed interest in serving on this committee. The sustainability of Two Rivers Convention Center was also briefly discussed. The board members agreed that since the new City Manager will be starting soon, the board will need to determine the organization's most critical priorities and share those with him as soon as possible.

Due to lack of time, this discussion will continue at the June 14th regular board meeting.

Other Items

- Barbara mentioned that Downtown Colorado, Inc. (DCI) has expressed interest in holding their annual conference in Grand Junction either in 2017, 2018, or 2019. They are asking for \$7,500 in monetary support for the conference. The Downtown Development Authority (DDA) will discuss their proposed level of support at their meeting on May 12th. The GJVCB staff will submit the RFP by May 20, 2016.

There being no further business, Kevin Reimer motioned to end the meeting; Julie Shafer seconded, motion passed. The meeting adjourned at 5:42 p.m.

2016 Board of Directors Retreat Action Items

Outreach

- Adopt a City Councilmember; educate and build respect for tourism industry
- Special Education Session with City Council and new City Manager
- Adopt the Chamber
- Develop talking points

Sustainability

- Lodging Tax – best and highest use for community
- Sub-committee consisting of board members to discuss lodging tax uses and give recommendations to board
- Meet with hotels; thoughts on lodging tax possibilities and uses

Partnerships

- Chamber
- Airport
- GJEP and other economic development partners