

GRAND JUNCTION VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS JOINT MEETING WITH PALISADE TOURISM ADVISORY BOARD
SUMMARY

May 10, 2016

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

Grand Junction Visitor and Convention Bureau Board Members Present: Don Bramer, Susie Kiger, Josh Niernberg, Kevin Reimer, Julie Shafer and Jamie Lummis

GJVCB Staff Present: Debbie Kovalik, Barbara Bowman, Mistalynn Meyeraan and Kim Machado

Palisade Tourism Advisory Board Members Present: Palisade Mayor Roger Granat, Cassidee Shull, Stan Stephens, Felix Iovanni, Rondo Buecheler and Charles Talbott

Town of Palisade Staff Members Present: Rich Sales – Town Administrator, Ron Quarles – Community Development Director

Don Bramer welcomed everyone to the meeting and individual introductions were given.

Pam Keller, owner of At Your Pace Freestyle Cycling Adventures, gave a background of her company. She has been in business for 4 years and the company specializes in packaged bicycle tours with lodging.

Palisade Tourism Advisory Board

Rich Sales provided an update on upcoming projects and events in Palisade:

- Palisade Bluegrass Festival – Ticket sales are ahead over last year. Premium camping was sold out in February and RV camping sold out in March. This is the 8th year of the event. A new beer will be brewed specifically for the festival.
- Palisade Plunge – This trail has been designated by the Governor as one of the “16 in 2016” most important trail projects. A \$100,000 planning grant was applied for but not granted. The committee will apply again. Routes are currently being explored and the public is invited to give input. The timeline for completion of the project is 3 years minimum. The total cost of the project is expected to be \$1.4 million.
- Cameo Shooting Complex – A \$2 million grant was received from the Colorado Department of Local Affairs. Property contracts with Xcel Energy and Snow Cap Coal are pending and they hope to close with them within the next couple of months. Colorado Parks and Wildlife are also interested in the project and have set aside \$2 million toward the project. Once completed the indoor/outdoor complex is expected to be valued at \$15 - \$18 million. The National Rifle Association has expressed interest in holding their national conference there.
Access behind the Bookcliffs will still be available for off-road vehicles. Felix Iovanni mentioned that the BLM will be replacing the old bridge in the wild horse area with a new one.
- The Palisade Café will open at the end of May with new owners.
- The Palisade Brewery has recently purchased land to build a new brewery and restaurant. They will move to the new location once construction is finished.
- The 10-acre property where the I-70 Fruit Stand is located will be the new site for a Kum & Go convenience store.

Cassidee Shull provided an update on the following:

- Palisade Peach Festival – The event will be held on Saturday, August 20th. Mistalynn Meyeraan explained how the GJVCB promotes this event every August on the Front Range with media interviews. At the same, the GJVCB Sales Team conducts a sales mission with meeting planners in Denver where they give away peaches to encourage them to hold their meetings in the Grand Valley.
- Colorado Mountain Winefest – This event will be held on September 15th – 18th and this year will be the 25th anniversary celebration. Over 1,200 tickets have been sold to date and attendees will be capped. The GJVCB supports this event every year with a \$5,000 advertising sponsorship.
- Stan Stephens was instrumental in launching Palisade’s new website, visitpalisade.com. They are always looking for new photos and videos.

Grand Junction Visitor and Convention Bureau

Barbara Bowman mentioned that the lodging tax revenue is up 6.6% over 2014. The GJVCB continues to promote the message that tourism matters and is an economic driver for the Grand Valley. Over \$85,000 was awarded for special events in 2015 spanning from Palisade to Fruita.

Mistalynn recapped the following:

- A new and responsive website was launched in February, 2016.
- The “Dramatically Different” advertising campaign continues. It demonstrates how different our part of Colorado is from the rest of the state.
- Public relations for 2015 resulted in over 300 million impressions. Coverage highlights included a giveaway on The Today Show with Kathie Lee and Hoda.
- A campaign was recently launched in the Summit County market with bus ads and will then move to the 16th Street Mall busses in Denver.
- A winter campaign co-op with Powderhorn included a \$7,000 matching marketing grant from the Colorado Tourism Office. The campaign focused on the Dallas region.
- Niche marketing will be added in this year and will include hunting, Jeeping, and OHV.
- A culinary video shoot is coming up with Brand USA.

Both boards agreed to continue meeting at least on an annual basis.

The meeting adjourned at 4:14 p.m.