

GRAND JUNCTION VISITOR & CONVENTION BUREAU  
BOARD OF DIRECTORS MEETING

July 12, 2016

The Business Incubator Center  
2591 Legacy Way  
Grand Junction, CO 81503

PRESIDING: Brad Taylor, Chair

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

MEMBERS ABSENT: Josh Niernberg, Susie Kiger

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

GUESTS: Mayor Phyllis Norris, Grand Junction City Councilmember Rick Taggart

The meeting was called to order at 3:10 p.m.

Minutes from the June 14, 2016 board meeting: Don Bramer moved to approve the minutes as written, Sharon Woelfle seconded; minutes approved.

Host Remarks

Jon Maraschin welcomed the board to the Business Incubator Center. He provided a brief overview of the organization whose mission is to stimulate the local economy and retain/create the greatest number of sustainable jobs possible. He further explained the history of the campus, which was once a part of the Department of Energy's top-secret atomic weapons program. The campus was acquired by the Incubator in 2000 and includes the historic log cabin. An application has been submitted to designate the campus and the surrounding area, as a National Historic District. The plan is to restore the cabin and use it as an interpretive center for education and public outreach. The cabin, along with the Gunnison River and surrounding trails, will also be an attraction to visitors.

Train Depot Update

Dustin Anzures and his wife are the new owners of the train depot. The depot was purchased in March, 2016 and was recently awarded a historic grant to begin restoring the depot. Dustin explained that they are in discussions to purchase the Union Station building next to it. Together the project will involve three-phases. Amtrak has expressed interest in leasing part of the building. Plans also include the possibility of a boutique hotel.

Special Events Committee Update

The Special Event Committee met on July 11, 2016 to review two applications for funding. Currently there is \$300 remaining in the Special Events budget. One application was received by the Gypsy Horse Registry of America, Inc. for the October Gypsy Fest 2016 Horse Show. The organization is requesting \$2,000 in funding. The committee recommended using the remaining funds in the budget to fund this event. Don Bramer motioned to award \$300 to the Gypsy Horse Registry of America, Inc. for the October Gypsy Fest 2016 Horse Show; Kevin Reimer seconded. Motion passed.

The second application that was reviewed was from the Colorado Archaeological Society Annual Conference to be held on October 7 – 10, 2016. They are requesting \$500. The committee recommended not funding this event but rather providing in-kind conference assistance from the GJVCB's Convention Services staff.

Mistalynn mentioned that the DreamCatcher Half Marathon has \$980 remaining from their 2016 awarded amount. The event organizer has requested that this remaining balance be used toward marketing their March 4, 2017 event. Julie Shafer motioned to allow the DreamCatcher Half Marathon to use their remaining 2016 awarded amount of \$980 toward marketing for their 2017 event; Sharon Woelfle seconded. Motion passed.

The discussion briefly shifted to whether or not the Special Event Funding budget should increase and if conferences should be included in the Special Event Funding program. GJVCB staff will consider this as they prepare the 2017 budget and will share their recommendations at the upcoming budget workshop on August 9, 2016.

### Marketing Services Program

Barbara Bowman explained to the board that Resolution 44-11, which authorizes the GJVCB to enter into contracts with lodging properties outside of the Grand Junction city limits for our marketing services, is set to expire in September. There are currently four properties participating in the program. While the revenue generated from this program is not significant, it does support all objectives of our strategic plan and the GJVCB staff recommends continuing this program. The staff also recommends that with the increase of vacation rentals in the area that the required deposit for vacation rentals participating in the program be set at \$250. All other lodging properties, such as Bed and Breakfasts, will continue to pay a \$500 deposit for participation in the program.

Jamie Lummis motioned to approve to continue the Marketing Services Program and the staff's recommendation to set the required deposit for vacation rentals at \$250. Julie Shafer seconded the motion and the motion passed unanimously.

### Other Items

- Debbie Kovalik mentioned that the new City Manager, Greg Caton, has been in the job for 1 month now. In addition to meetings with staff members, he has also spent time out in the community meeting with community members and stakeholders, as well as attending various board meetings.
- Barbara reported that staff members met with the Visual Communications Technical Instructor from Western Colorado Community College (WCCC) who demonstrated virtual reality and augmented reality technology. This technology is similar to what our account representatives from Miles Media presented at the Board Retreat in March. The instructor has asked for a letter from the GJVCB indicating our support of this technology and their efforts in creating the curriculum. Mistalynn will create the letter.
- At the June 14<sup>th</sup> board meeting, a suggestion was made to establish a committee to discuss the best and highest use for funds should an increase in the lodging tax be placed on the ballot in the next election, and it is passed by voters. The committee should also establish what the Board's position will be on the matter should this occur. Brad will connect with the staff to get the committee set up. Sharon Woelfle volunteered to meet with lodging properties to get their views and suggestions.
- Mistalynn has created a press release that includes the GJVCB's analytics report/key performance indicators. Going forward, this will be given to the board at each monthly meeting then she will release it to the press the day after.
- The Grand Junction Regional Airport reported a record number of passengers for the month of June with a total of 22,561 enplanements.

There being no further business, Jamie Lummis motioned to end the meeting; Sharon Woelfle seconded, motion passed. The meeting adjourned at 5:00 p.m.