

GRAND JUNCTION VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS WORK SESSION NOTES

August 9, 2016

Ute Water
2190 H ¼ Road
Grand Junction, CO 81505

PRESIDING: Brad Taylor, Chair

MEMBERS PRESENT: Don Bramer, Susie Kiger, Julie Shafer

MEMBERS ABSENT: Jamie Lummis, Josh Niernberg, Kevin Reimer, Billie Witham, Sharon Woelfle

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

Due to the absence of a quorum, the regular board of directors meeting was cancelled. Those present convened into a work session beginning at 3:09 p.m.

Joe Burtard, External Affairs Manager at Ute Water, welcomed the board and staff to Ute Water. He explained the Drought Response Information Project and showed three of their commercials which are designed to educate the public on water conservation. He also showed a video highlighting the annual Children's Water Festival. Close to 350 water experts throughout the State of Colorado, and Canada, participated in the festivities.

Cameo Sport Shooting Complex

J.T. Romatzke, Area Wildlife Manager for the Colorado Parks & Wildlife (CPW), explained the scope and details on the sport shooting complex project in Cameo. Shooting sports is a newer market that contributes a total of \$27.8 billion a year to the U.S. economy. This complex will solve the lack of adequate shooting facilities while providing many benefits including; police training and certification, firearm education, competitive shooting programs and events, and a safe, managed facility to participate in recreational shooting. The complex will generate business year-round which will increase activities and visitation during shoulder seasons. Once the complex is completed, CPW anticipates the facility could attract up to 50,000 per year. Staging competitive events strategically would increase revenue to local businesses.

There are a number of agencies and organizations supporting the project. The Town of Palisade was recently awarded a \$2 million DOLA grant with a \$1 million match from the CPW. Funds available for the project are now at \$4 million.

Next steps include finalizing the purchase of the property by the first part of September, 2016. The Town of Palisade will hold title to the property and will then execute a lease to the CPW to manage and operate the complex. Developing strategies for future funding partnerships will also be a focus. Once the property is secure, contracts for engineering and final design as well as the development of the business plan are expected to be in place by the end of the year. In addition, the CPW hopes to construct and open a few shooting ranges by the end of the year. Full build-out of the entire complex is expected to take 10 – 15 years.

Staff Reports

Convention and Event Services – Barbara reported the following:

- Grand Junction was awarded the 2017 Governor’s Conference on Tourism to take place on October 25 – 27, 2017. Grand Junction’s bid was \$3,000 above Vail’s bid but the Colorado Tourism Office chose Grand Junction because of what we have to offer.
- The Mesa County Library is producing an app called WildCO. This app allows users to view recent viewer sightings of wildlife. Viewers can also post pictures of wildlife to the app.
- The Convention Services Staff is currently 71% of goal in servicing groups for the year. As we head into the heavy part of the convention year, we expect to meet the goal of 125.

Visitor Center – Katharina reported the following:

- Visits to the Visitor Center are down for July due to the ongoing construction on Horizon Drive
- She is working with CDOT and the City of Grand Junction to install proper signage to the Visitor Center
- She will be reaching out to the lodging properties to encourage their front line staff to send their guests to the Visitor Center. A competitive incentive program may be needed.

Group Sales – Erin Chapman reported the following:

- Leads have almost doubled over the same time last year. Several leads received this year are for multiple-year leads.
- Staff recently returned from their annual sales mission in Denver. Nine entities participated. Instead of a reception for meeting planners, two luncheons were held. More information will be reported on the August Group Sales report.
- As a result of email marketing traces, Sales Assistant, Kerry Graves, obtained responses from two international companies (1 – Chinese and 1 – Italian) that converted to familiarization tours (FAMs) of the area. The Chinese company will be adding Grand Junction to their itinerary.

Marketing and Public Relations – Mistalynn will provide a report at the September board meeting.

The meeting adjourned at 5:03 p.m.