

GRAND JUNCTION VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS MEETING

October 11, 2016

Holiday Inn and Suites
2751 Crossroads Blvd.
Grand Junction, CO

PRESIDING: Brad Taylor, Chair

MEMBERS PRESENT: Susie Kiger, Josh Niernberg, Billie Witham, Sharon Woelfle, Jamie Lummis, Kevin Reimer

MEMBERS ABSENT: Don Bramer and Julie Shafer

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

GUESTS: Linda Hill, Jill Coyle, and Roy Kaufman from Hill Aevium Advertising

The meeting was called to order at 3:02 p.m.

Minutes from the September 13, 2016 board meeting: Susie Kiger moved to approve the minutes as written; Sharon Woelfle seconded. Minutes approved.

Staff Reports

- Marketing and Public Relations – Mistalynn Meyeraan reported on the following:
 - Staff hosted two media FAMs (familiarization tours) in October, including a Canadian journalist who rode in the Tour of the Moon cycling ride. Coverage should be good.
 - Currently working on two Colorado Tourism Office (CTO) grants: a \$15,000 matching grant in partnership with Fruita and Palisade and a \$25,000 matching grant in partnership with 5 other Colorado, National Park destinations for a National Park and Monument loop.
 - Working with the GJVCB's contractors on three community education seminars that will be held in October, November, and December.
 - Staff along with the GJVCB's advertising, website marketing, and public relation contractors presented our 2016 marketing updates and campaigns to the City Manager on September 21st.
- Group Sales and Convention Services – Erin Chapman reported on the following:
 - Leads are 90% to goal. Our Front Range Sales representative has already exceeded her lead goals.
 - Staff hosted several FAMs, including a British Airways FAM and a Visit USA Austrian FAM.
 - Staff members have been working together to service the remaining 2016 groups and events.
- Visitor Center and Services – Katharina Morrison reported the following:
 - The annual volunteer appreciation banquet was held on September 29th.
 - Visits to the visitor center were up 10% in September.

With the Convention and Event Services position vacancy, staff will review the current convention and event services that we provide and determine whether or not we have the resources to continue those going forward.

Advertising Contractor Presentation

Linda Hill and Jill Coyle, from Hill Aevium Advertising, presented a recap of the 2016 strategic priorities, marketing projects and campaigns. The visitor impact study was a focus this year and the data collection has recently

concluded. Some of the results of the visitor surveys were shared with the board. The final composite report will be released in November. Next step in the project is an economic impact study from economist Tucker Hart Adams to be released at the GJVCB's annual meeting on January 24, 2017.

The "Dramatically Different" campaign was reviewed. Linda explained that for 2016, the campaign was evolved with a tighter focus on the range of activities while still utilizing existing photography. Target audience is primarily Front Range Colorado residents, 30 – 54 years of age who are active/adventurers, family and couples. Other areas targeted include Salt Lake City and Dallas. The media plan was also reviewed.

Upcoming projects include a co-op with Powderhorn Mountain Resort, a re-vamp of the visitor guide, and envisioning sessions in the community and on the Front Range which is part of an evaluation of rebranding our destination. New market opportunities will also be examined.

Mistalynn will send out the presentation to the board members.

2017 Requested Budget Update and Approval

Kim Machado provided a recap of the 2017 requested budget. The projected overall revenue is \$2.19 million. Lodging tax revenue is projected to increase 5% over 2016 for a total of \$1.5 million. The overall operating budget is \$1.98 million which is a 2.3% decrease from the 2016 adopted budget. The capital request of \$20,000 for a mobile visitor center has been moved from the 2016 budget to the 2017 budget.

Josh Niernberg motioned to approved the 2017 requested budget as presented; Susie Kiger seconded. Motion passed. Staff is scheduled to present the GJVCB's 2017 requested budget to City Council at the October 17th, 2016 Council workshop.

Special Events Committee

The Special Events Committee met on October 10th to review the current policy and how funding should be allocated in 2017. Due to required adjustments to the 2017 requested budget, the Special Events line item was reduced from \$35,000 to \$31,000. Since the 2017 requested budget is less than the 2016 adopted, no additional funds are available in the sponsorship budget to cover the \$30,000 increase for the 2017 Grand Junction Off Road event. Staff recommends setting aside \$10,000 from the \$31,000 Special Events budget to cover part of the increase. Therefore, the budget for Special Event funding in 2017 is \$21,000. When combined with the sponsorship budget, this means that funds will not be available for new events as was originally planned. The committee agreed to move forward with the same processes with less available funds. High priority will be given to events held during the shoulder seasons (November through March).

The committee determined that a policy is needed for marquee events that will address how funds should be used and the use of "Grand Junction", in the event name. More information will follow.

Other Items

- Contract Renewals – 2017 will be the second renewal of the advertising, website marketing, and public relations contracts. Brad Taylor motioned to renew all three contracts; Sharon Woelfle seconded. Motion passed.
- Brad mentioned that the Tour of the Moon event went well. Approximately 2,200 riders participated in the sold out event, some of which came from several states including New Hampshire, Missouri, Arkansas, and New Mexico. The Colorado Riverfront Commission will receive a donation of approximately \$11,000 from the event.

There being no further business, Josh Niernberg motioned to end the meeting; Sharon Woelfle seconded. Motion passed. The meeting adjourned at 5:21 p.m.