

GRAND JUNCTION VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS MEETING

March 14, 2017

Colorado Parks and Wildlife Office
711 Independent Avenue
Grand Junction, CO

PRESIDING: Julie Shafer, Chair

MEMBERS PRESENT: Don Bramer, Kevin Reimer, Tim Pollard, Susie Kiger, Jamie Lummis

Members Absent: Britt Mathwich, Brad Taylor, Josh Niernberg

COUNCIL MEMBERS PRESENT: Mayor Phyllis Norris

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

GUESTS: J.T. Romatzke, Colorado Parks and Wildlife

The meeting was called to order at 3:03 p.m.

Minutes from the February 14, 2017 board meeting: Don Bramer moved to approve the minutes as written; Susie Kiger seconded. Minutes approved.

Colorado Parks and Wildlife Update

J.T. Romatzke welcomed everyone to the Colorado Parks and Wildlife (CPW) Office. He shared a few highlights from the most recent economic impact report titled, "The Economic Contributions of Outdoor Recreation in Colorado: A regional and county-level analysis." He stated that the total economic output associated with outdoor recreation amounts to \$34.5 billion dollars, contributing \$19.9 billion dollars to the Gross Domestic Product of the state. This economic activity supports over 313,000 jobs in the state, which represents 13.2% of the entire labor force in Colorado and produces \$12.4 billion dollars in salaries and wages. In addition, this output contributes \$4.9 billion dollars in local, state and federal tax revenue. Mesa County ranked 6th in the State with over \$33 million in total hunting economic impact.

J.T. also provided an update on the Cameo Shooting Complex. The 1,800-acre property has been acquired and two consulting firms specializing in shooting facilities and planning have been hired to help with the design parameters. The ground-breaking ceremony is scheduled for May 20th. The name of the facility is Cameo Shooting Sports and Education Complex. CPW's goal is to open the facility on January 1, 2018 and it will be owned, managed and operated by the State of Colorado.

Staff Reports

Marketing and Public Relations – Mistalynn Meyeraan reviewed the GJVCB's Marketing Plan with the board members and also shared a document that outlines the steps to reviewing the brand. The results from the RRC Associates group research will be available in 6 weeks. Work on the media plan is underway with a push beginning in April and will continue through November. The GJVCB recently participated in a social media post with the Colorado Tourism Office using the cover photo from the 2017 Marketing Plan and Visitor Guide. The headline was "7 Adventures in 1 Spring Day – Only in Grand Junction!". The post received over 12,000 likes, 371 comments, and 1,500 shares to date. The final report will be ready in April.

Group Sales – Erin Chapman reported that 26 leads have been generated through the end of February. 60 groups are currently receiving convention and event servicing. GJVCB staff has attended 7 tradeshow so far this year which is the most that has been attended during the 1st quarter in the GJVCB's history. She further explained to

the board members how the tourism industry measures confirmed sales leads, contacts and traces. Greg Caton suggested including the number of contacts in the monthly report.

Visitor Services – Katharina Morrison reported the following:

- Visits to the Visitor Center is down 13.6% year-to-date which is due to a decrease in In-State visitors. Year-over-year visits from International and Out-Of-State visitors remain the same.
- GJVCB Staff distributed the 2017 Official Visitor Guide to all hotels and attractions
- Currently working with the Grand Junction Regional Airport for appropriate staffing of volunteers for the airport's information booth

Katharina distributed an invitation to the GJVCB's Tourism Open House scheduled for April 27, 2017 to the board members.

Special Event Committee Update

The Special Events Committee met on March 13, 2017 to consider 7 applications for a total ask of \$9,750 in marketing assistance. The remaining balance in the Special Events budget is \$2,600. The Committee's recommendations are as follows:

- Downtown Music Festival – Requested \$3,000. The Committee concluded that this event should be marketed as part of the Grand Junction Off-Road sponsorship that has been pledged by the GJVCB.
- Drones in the Desert – Requested \$250. Recommended award: \$0. The Committee recommended that since this is a small, first-time event, in-kind services in the form of posting the event on the GJVCB's Events website will be offered instead.
- Paddleboard Event – Requested \$1,000. Recommended award: \$0. Since this event is being held in Palisade, the Committee declined the request.
- Rim Rock Marathon – Requested \$1,500. Since this event will be held in Fruita, the Committee has elected to conduct further research and will reconsider the request at a future meeting.

The Committee also reviewed applications for the Downtown Car Show, Downtown Art Festival, and Crossfit Event. Since these events will take place in the Fall, the Committee recommended using the remaining funds in the budget to combine the marketing for a GJ Fall Festival campaign by the GJVCB. The Grand Junction Air Show may also pledge money for this campaign.

Susie Kiger motioned to approve the Committee's recommendations as stated above; Tim Pollard seconded. Motion passed.

Other Items

Barbara Bowman mentioned that the Travel and Adventure Show will be held on March 17th and 18th in Denver. This consumer show attracts a higher demographic of people looking for adventures such as hiking, biking, skiing, golfing, rafting and guided tours. Board members Julie Shafer and Susie Kiger will be assisting Barbara in the booth along with representatives from At Your Pace Freestyle Cycling Adventures, Colorado Backcountry Biker Hut Tours and Rapid Creek Cycles & Paddleboards.

The Board of Directors Annual Retreat will be held on April 6th at the DoubleTree Hotel. The Board Chair and Vice-Chairs will meet with Staff during the week of March 20th to discuss the agenda and format.

There being no further business, Julie Shafer motioned to adjourn the meeting; Susie Kiger seconded. Motion passed. The meeting adjourned at 5:09 p.m.