

GRAND JUNCTION VISITOR & CONVENTION BUREAU  
BOARD OF DIRECTORS MEETING

June 20, 2017

Holiday Inn & Suites – Grand Junction Airport  
2751 Crossroads Blvd.  
Grand Junction, CO

PRESIDING: Julie Shafer, Chair

MEMBERS PRESENT: Don Bramer, Kevin Reimer, Tim Pollard, Josh Niernberg, Brad Taylor, Britt Mathwich, Jamie Lummis

Members Absent: Susie Kiger

COUNCIL MEMBERS PRESENT: Phyllis Norris

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

GUESTS: Linda Hill and Jill Coyle – Hill Aevium

The meeting was called to order at 3:08 p.m.

Minutes from the May 9, 2017 board meeting: Brad Taylor moved to approve the minutes as written; Britt Mathwich seconded. Minutes approved.

Holiday Inn & Suites General Manager Tammy Anderson and Sales Manager, Jeff Sauer, welcomed everyone to their facility. Business has been positive and they were sold out for Country Jam.

#### Staff Updates

Mistalynn shared information and behind the scene photos related to the recent four-day, promotional video shoot in conjunction with our website marketing contractor, Miles Partnership. The video will feature several outdoor activities such as rock climbing, biking, an evening fire scene and music.

Barbara Bowman shared highlights from the 2017 IPW International Trade Show held in Washington, D.C. on June 3<sup>rd</sup> through 7<sup>th</sup>. This is the travel industry's premier international trade show with over 6,000 delegates ranging from U.S. travel organizations, and international and domestic travel buyers from more than 70 countries. The GJVCB has a new record number of appointments for this show, a total of 50, which is over the max number of 44 appointments that can be scheduled for one booth. This trade show will be held in Denver next year.

Business from Moab is beginning to emerge here in the area due to Moab's high average daily rate. She further explained the variety of requests the GJVCB is receiving from tour operators such as authentic American experiences, national parks, learning experiences (i.e. dinosaurs) and outdoor activities. We are currently working with a leading rail company from the UK that will add 6 premium tours to Grand Junction and will include breakfast on the Colorado National Monument. She also shared several tour publications that includes Grand Junction in their itineraries.

Debbie Kovalik mentioned that the average daily rate for Grand Junction was up 4.4% at \$93.73 over May 2016. Occupancy was also up 2.9% at 74.4%. The good news is revenue per available room (RevPAR) was up 7.5% which equates to an additional \$450,000 in hotel revenue over 2016.

### Brand Research Presentation

Linda Hill and Jill Coyle, from Hill Aevium, presented the results from the brand research conducted by RRC Associates. The purpose of the research is to further define the brand and image for Grand Junction by determining the thinking and perceptions of those who responded. The research also determines if the current messaging is still relevant and differentiates Grand Junction from the competition.

Surveys were sent to prior visitors to Grand Junction as well as RRC Associates panel members who may or may not have visited Grand Junction. Results of the 790 surveys were shared and key findings reveal that the ideal Grand Junction visitor is an active and adventurous explorer, seeking unique experiences that are exciting, authentic and iconic to Grand Junction. Our competitors include Moab, Glenwood Springs, Estes Park, Gunnison-Crested Butte, Durango and Ouray. Linda and her team recommend the key message to be "Grand Junction isn't just a destination. It's an experience." Next steps include a messaging platform with key ideas and mood boards to create emotional experiences that differentiates Grand Junction and get people to pass other destinations to come here. A message also needs to be communicated to the residents on how tourism benefits the community; for example, tax savings, etc.

The presentation deck includes the survey results and will be posted on [www.visitgrandjunction.com/grand-junction-visitor-convention-bureau-staff-and-board](http://www.visitgrandjunction.com/grand-junction-visitor-convention-bureau-staff-and-board)

### Other Business

Debbie updated the board members on the current RFP process for selecting our advertising, website marketing and public relations agencies. A pre-solicitation conference was held on June 15<sup>th</sup> with several agencies attending either in person or via teleconference. Questions were answered and the answers will be compiled into an addendum. The Board Chair and Vice-Chair will be invited to participate with staff in the finalist interviews to be held at the end of September.

Debbie also updated the board members on the status of the mobile visitor center. The trailer has been ordered and hopefully will be revealed, along with the new department name, "Visit Grand Junction", in mid-July.

There being no further business, Josh Niernberg motioned to adjourn the meeting; Britt Mathwich seconded. Motion passed. The meeting adjourned at 5:17 p.m.