

GRAND JUNCTION VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS REGULAR MEETING

MAY 8, 2012

Clarion Inn
755 Horizon Drive

PRESIDING: Paul Petersen, Vice Chair

MEMBERS PRESENT: Mike Bell, Lon Carpenter, Lynne Sorlye, Jessica Stimmel

MEMBERS ABSENT: Glen Gallegos, John Williams, Per Nilsson, Ron Beach

STAFF PRESENT: Barbara Bowman, Debbie Kovalik, Holly Prickett, Mistalynn Meyeraan,
Melanie Wiseman, Irene Carlow

GUESTS: Billee Abell, Joy Bush, Darshann Ruckman

The meeting was called to order at 3:05 pm.

MINUTES OF APRIL 10, 2012: Lon Carpenter moved to approve the minutes as written,
Lynne Sorlye seconded, motion approved.

VOLUNTEER RECOGNITION: Melanie Wiseman recognized two volunteers for their
contributions to the Visitor Center:

- Billee Abell achieved the milestone of 3,000 hours of service. Billee began
volunteering in 1988 when the Visitor Center was a small storefront location off
Horizon Drive/Crossroads Boulevard
- Joy Bush was recognized as the VCB Volunteer of the Year at BeaconFest, which
is sponsored by The Senior Beacon. Many local agencies/organizations
nominated a volunteer of the year for recognition at the luncheon that was held
April 19.

INTRODUCTION: Barbara Bowman introduced Mistalynn Meyeraan who joins the staff
as Marketing & Public Relations Coordinator. Mistalynn comes to Grand Junction from
Winter Park Ski Area where she served in both public relations and marketing positions.

Barbara Bowman recognized and thanked Holly Prickett for taking on increased
responsibilities and accepting a greater role in managing marketing activities during the
5 months the Coordinator's position was vacant.

HOST REMARKS: Darshann Ruckman welcomed the Board to the Clarion Inn and reported that this property received the Choice Hotels Gold Award. Gold Award recipients are in the top 10% of all Clarion Inns – the Grand Junction Clarion was ranked #8 of 168 total Clarions. Rankings are based on inspection scores and guest services surveys. The Clarion will again be the headquarters hotel for JUCO and will also be the official host hotel for all Grand Junction Rockies' visiting teams.

The Econo Lodge will celebrate its 1-year anniversary in July and management is pleased with first year operations.

BOARD DISCUSSION ITEMS: Special Events Jessica Stimmel reported that \$20,890 has been awarded thus far, leaving a balance of \$14,110. The committee reviewed two applications today. Other events that have been funded in the past and may submit applications are: Downtown Car Show, Pork & Hops, Rim Rock Marathon, Grand Valley Kennel Club.

Colorado Pro Rodeo Finals - \$1,500 requested Attendance at last year's event was 4,000 with 40-50% from out of town. This event has been funded for several years; organizers have been receptive to suggestions on how to improve the event, and attendance has increased. The committee recommends an award of \$1,500 which is the same amount as 2011. Lynne Sorlye moved to award Special Events Marketing Assistance in the amount of \$1,500 to the Colorado Pro Rodeo Finals, Jessica Stimmel seconded, motion approved.

Grand Junction Air Show – requested \$10,000 Total attendance is expected to be 45,000 with an estimated 10,000 – 15,000 from out of town. The Air Show committee will market regionally as well as in the Country Jam and Rock Jam programs. VCB marketing funds would be directed to the Denver metro area, Colorado Springs and Salt Lake City and would drive advance reservations. The committee would like to fund at the full \$10,000 but expressed concerns about having funds available to assist other Fall events which also generate overnight stays. Board members asked if there is an advertising account that could fund \$5,000. Staff responded that the Board did approve funds to assist/advertise large events that bring attendees from out of town but do not fall within the Special Events process. Some of those funds have been committed, but \$5,000 is available if the Board wishes to direct that amount to the Air Show.

Lynne Sorlye moved to award the Grand Junction Air Show \$5,000 in Special Events Marketing Assistance and \$5,000 from the VCB's advertising budget; Lon Carpenter seconded, passed unanimously.

Budget Review & Development: Barbara Bowman will forward to the Board the contractors' suggestions for budget/programming increases to bring the VCB back to full marketing levels.

Debbie Kovalik reported that the department's presentation at the Council Readiness workshop has been postponed from June 4 to June 18. Each department is presenting to Council those policies, issues and capital requests that have not been addressed since 2009 when major budget cuts were implemented.

STAFF REPORTS: Barbara Bowman reported that lodging tax revenues were up 2.7% for the month, up 6.5% YTD. Sales activities during the month include:

- Hosted quarterly coffee with meetings properties included presentations by our major events
- Attended welcome reception for Lisa Eckert, Superintendent of Colorado National Monument
- 28 appointments at Pow Wow trade show in Los Angeles
 - Met with Asian and Scandinavian tour operators
 - IcelandAir service to DIA will open additional opportunities for international travel from Scandinavia and all of Europe
- 19 appointments during Denver sales blitz; develop new invitees to August reception at Governor's Mansion
- Convention Servicing – May is an extremely busy month, several events every weekend

Marketing: Holly Prickett reported on marketing activities:

- Miles Media continues with the website redesign, target launch date in August
- CCT Advertising is working on the E-book development, target date end of June
- Denver radio promotions will include 3-5 package give-aways
- TV promotion on Denver CBS-4 "Summer Fun Colorado Review" June 24, 10:30 – 11:30 am

OTHER BUSINESS: Debbie Kovalik and Barbara Bowman will staff the VCB's booth at the Denver Urban Winefest June 9. Jessica Stimmel will assist on behalf of the Board.

Banner Program: Debbie Kovalik reminded the Board that the banner program was put on hold 2 ½ years ago because of budget concerns. The Grand Junction Rockies have requested that the VCB fund the printing and installation of Rockies banners; they've asked that the banners be installed around the stadium and be left up for the entire season. Throughout the history of the banner program, the VCB has done banners for non-profit events only and the purpose has been to get visitors to come back for a future event or to extend their stay. If the budget is restored, it is likely that the banner program would be reinstated (phased in) over the next few years.

Board discussion included:

- The Grand Junction Rockies would need to pay for banners to be printed to the VCB's specifications and pay for Parks & Recreation staff to install
- Exclude for-profit businesses, continue allowing only non-profit events and/or generic banners (Arts & Culture, Welcome to Grand Junction, etc.)
- Grand Junction Rockies pay for banners and installation and pay the VCB a fee for use of the existing hardware (no different than paying for other advertising space)
- If a fee is charged, how much is it and where does it go?
- No policy is in place, this would set a precedent, need a thorough discussion

The consensus of the Board is to allow the Grand Junction Rockies to hang banners for the 2012 inaugural season only; the team must bear the cost of printing and installation (by Parks & Recreation staff). This year the Board will develop a policy for the banner program.

There being no further business, the meeting was adjourned at 4:50 pm on motion of Jessica Stimmel and second of Lynne Sorlye.

Prepared by: Irene Carlow