

GRAND JUNCTION VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS REGULAR MEETING

JUNE 12, 2012

John McConnell Math & Science Center
2660 UnawEEP Avenue

PRESIDING: Per Nilsson, Chair

MEMBERS PRESENT: Mike Bell, Lon Carpenter, Lynne Sorlye, Jessica Stimmel, Glen Gallegos, John Williams

MEMBERS ABSENT: Paul Petersen, Ron Beach

STAFF PRESENT: Barbara Bowman, Mistalynn Meyeraan, Irene Carlow

The meeting was called to order at 3:15 pm.

MINUTES OF MAY 8, 2012: Lynne Sorlye moved to approve the minutes as written, Lon Carpenter seconded, motion approved.

BOARD DISCUSSION ITEMS: Special Events Jessica Stimmel reported that \$27,390 has been awarded, leaving a balance of \$7,610. The committee reviewed two applications:

Downtown Car Show - \$1,500 requested This is the 12th year of the event held on Main Street the last Saturday in September. Last year's car show drew 3,000 attendees, with an estimated 200 from out of town. Organizers have requested marketing assistance for newspaper advertising in Glenwood Springs, Aspen, Montrose and Moab. The committee recommends a \$1,500 award for newspaper ads; staff will also suggest the organizers target Front Range auto clubs via an email campaign. Lon Carpenter moved to award \$1,500 in Special Events marketing assistance to the Downtown Car Show, Lynne Sorlye seconded, passed unanimously.

Western Slope All Nations Pow Wow - \$2,500 requested This is a new event scheduled for June 14-16, 2013 at the Mesa County Fairgrounds; funds are requested for magazine ads to run in the Fall of 2012. The organizers have experience in managing the Montrose Pow Wow; they plan to hold that event in the Delta-Montrose area in September. The proposed Grand Junction event is still in the fundraising stage and they are in the process of getting sponsors. The committee has tabled this application pending receipt of additional information on overall attendance at the Montrose event and how many attendees camped versus stayed in hotels.

July Budget Workshop and Monthly Meeting: The Board adopted the following schedule for the July 10 meeting at LaQuinta Inn & Suites:

- 2:00 – 2:30 Special Events Committee
- 2:30 – 3:30 Budget Workshop
- 3:30 – 5:00 Regular monthly meeting

Staff discussed the contractors' marketing "wish lists" that were requested at the annual planning retreat:

- Miles Media – current, relevant, most bang for the buck; within City policies; proposal includes an interactive Visitor Guide in place of the static PDF currently available
- CCT Advertising – video costs seem high (staff will request a breakdown) and TV production is very high

Board Discussion:

- Social media is the right direction
- Videos – prefer less "staged"; hire a local videographer which would likely be less costly and more relaxed/real
- Direction to staff:
 - Develop proposal outlining what the VCB needs to do, with or without return of the subsidy, to (1) stay even (2) improve/expand

(John Williams joined the meeting.)

City Council Presentation: Barbara Bowman reviewed the presentation that will be made to Council on Monday, June 18. Every department has made a similar presentation to inform Council of issues, policies and challenges that will be discussed during the budget development process.

STAFF REPORTS: Statistics Lodging tax receipts were up 6.8% for the month, 6.6% YTD; website activity was very strong.

Marketing Radio ads will run on 7 Denver-area stations; each will include a give-away package trip to Grand Junction. Three fams will be hosted during June:

- UK tour operator June 15-16
- UK media June 18-19
- Biking bloggers June 21-24

There being no further business, the meeting was adjourned at 5:05 pm.

Prepared by: Irene Carlow