

GRAND JUNCTION VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS REGULAR MEETING

AUGUST 14, 2012

Two Rivers Convention Center
159 Main Street

PRESIDING: Per Nilsson, Chair

MEMBERS PRESENT: Mike Bell, Lynne Sorlye, John Williams, Paul Petersen, Ron Beach, Jessica Stimmel, Lon Carpenter

MEMBERS ABSENT: Glen Gallegos

STAFF PRESENT: Barbara Bowman, Debbie Kovalik, Mistalynn Meyeraan, Layne Whyman, Melanie Wiseman, Irene Carlow

Vice Chair Paul Petersen called the meeting to order at 3:05 pm.

MINUTES OF JULY 10, 2012: Ron Beach moved to approve the minutes as written, Lynne Sorlye seconded, motion approved.

(Per Nilsson arrived and chaired the remainder of the meeting.)

BOARD DISCUSSION ITEMS: Special Events The committee reviewed one application:

Rim Rock Marathon - \$1,800 requested This November event attracts 700 participants, 190 of whom are from out of town. The VCB has provided support for many years and awarded \$1,800 in 2011; staff reported that the follow-up survey was not returned. The committee recommends awarding \$1,800 for an ad in *Colorado Runner Magazine*, contingent upon return of the questionnaire which must be received before funds will be released. John Williams moved to accept the committee's recommendation to award \$1,800 in Special Events marketing assistance to the Rim Rock Marathon, contingent upon receipt of the 2011 follow-up questionnaire; ron Beach seconded, passed unanimously.

Budget Barbara Bowman reviewed the program categories and noted that the 2013 budget includes a \$15,000 cash contribution to the USA Pro Cycling Challenge. In-kind media management services for the event are the same as were submitted in the 2011 bid proposal.

Jessica Stimmel moved to approve the 2013 budget as presented, Lon Carpenter seconded, passed unanimously.

Expand the Tent Annual Review Barbara Bowman reported that 7 properties are participating in the program for 2012 – four bed and breakfasts, two motels and one RV campground. The properties have a good record of participating in packages and promotions and they do provide visitors additional options for types and locations of overnight accommodations. Staff is directed to report to the City Manager that the Board recommends this program continue.

CTO Marketing Grant The VCB joined with the Fruita Tourism Advisory Council and the Palisade Tourism Advisory Board in applying for matching marketing funds to create the first digital outdoor recreation trail “app” of this region for mobile devices. This free download will have broad appeal because it will feature both multi-use trails and paved roads. This is the first time that all three communities have collaborated on a valley-wide marketing campaign. Jennifer Grossheim-Harris will administer this grant, if received; a decision is expected in the Fall.

STAFF REPORTS: July lodging tax receipts are up 2.8%, YTD revenue is up 6.1%. Staff and over 25 tourism partners will host a reception for meetings/group clients at the Governor’s Mansion on August 16.

Marketing/Public Relations August activities focus on the peach harvest:

- “Bushel of Summer Savings” month-long lodging packages
 - Print, radio and social media
- Denver media blitz
- Travel writers’ reception

The 2012 Capitol Christmas tree will be harvested in the White River National Forest; it has been 12 years since the Capitol Christmas tree came from Colorado. White River National Forest officials and their partners are planning a number of activities including art, poster, essay, and ornament design competitions aimed at middle school students. The winner will travel to Washington, D.C. to join the Speaker of the House at the tree lighting ceremony in December 2012. The tree “tour” will stop in Grand Junction November 8 and staff is working with school and community partners to plan this event.

Visitor Center YTD visitation is even with last year even though July saw a decline of 15%. The decrease is attributed to the severe wildfires in Colorado as well as the unusually high temperatures throughout the region.

HORIZON DRIVE BUSINESS IMPROVEMENT DISTRICT: Clark Atkinson, President of the BID, discussed the Horizon Drive area as the “Gateway to Grand Junction”. The area within the BID is home to 25% of all office space in Grand Junction; 200 businesses

with 2,600 employees; and 120 properties, 50% of which are undeveloped. Atkinson presented a plan to upgrade/improve Horizon Drive in three phases:

- Phase I – Airport to Crossroads Boulevard
- Phase II – Crossroads Boulevard to I-70
- Phase III – I-70 to G Road

These plans were developed as a result of numerous meetings with City Planning staff; transportation studies; and open houses to gather input from affected businesses as well as the broader community. This project is “shovel ready” for 2013. The Horizon Drive BID presented a cost-share proposal to City Council, but there are currently no City funds budgeted/available.

There being no further business, the meeting was adjourned at 5:10 pm.

Prepared by: Irene Carlow