

GRAND JUNCTION VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS REGULAR MEETING

SEPTEMBER 11, 2012

Fairfield Inn & Suites
225 Main Street

PRESIDING: Per Nilsson, Chair

MEMBERS PRESENT: Mike Bell, Lynne Sorbye, John Williams, Paul Petersen, Ron Beach, Lon Carpenter, Glen Gallegos

MEMBERS ABSENT: Jessica Stimmel

STAFF PRESENT: Barbara Bowman, Debbie Kovalik, Mistalynn Meyeraan, Erin Chapman, Irene Carlow

GUESTS: Kevin Reimer, Rich Englehart, Jodi Romero, Jay Valentine

HOST REMARKS: Kevin Reimer gave a brief history of the Fairfield Inn & Suites. The hotel opened in 2000 as Hawthorn Suites Hotel, operating under that name for 10 years, then changed to an independent property for one year. The hotel underwent a \$1 million renovation and is now a part of the Marriott family, complementing the SpringHill Suites which opened in 2011. The Hampton Inn opened in 2003.

The meeting was called to order at 3:10 pm.

MINUTES OF AUGUST 14, 2012: John Williams moved to approve the minutes as written, Paul Petersen seconded, motion approved.

CITY ADMINISTRATION UPDATE: City Manager Rich Englehart complemented the Board and staff for their work and the positive impact the VCB's efforts have on the entire community. He briefly reviewed steps the City has taken in the last three years to meet economic challenges while still maintaining a high level of service. The overall City budget for 2013 remains conservative.

Jodi Romero, Financial Operations Director, discussed the funding history and mechanism of both the VCB and Two Rivers Convention Center.

Rich said that Council is looking forward to the luncheon meeting with the VCB Board on Monday, September 17. Council values input from the Board and is pleased to have the opportunity for a full and open discussion of issues affecting the VCB.

MARKETING & PUBLIC RELATIONS: Mistalynn Meyeraan presented the newly-designed website which launched today. Many new features which are expected to improve our already strong search engine optimization are incorporated into the dynamic design.

Two media fam trips will be hosted in the next three weeks: a journalist from Switzerland, and a group of golf travel writers from across the country.

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

High Desert Opera – "I Do! I Do!" - \$1,500-\$2,000 requested Two performances are scheduled: December 31, 2012 and January 5, 2013. Organizers propose to partner with restaurants and hotels to offer packages for dinner/show or show/lodging. Marketing assistance is requested to advertise in Delta and Montrose counties. The committee has tabled the application pending receipt of more information regarding hotel packages.

Board Vacancies: Terms that expire the end of this year are Paul Petersen, Per Nilsson, Glen Gallegos, and Jessica Stimmel; Paul has served two full terms and is not eligible for re-appointment. All should expect to be contacted by the City Clerk's office and those interested in being re-appointed will need to complete an application and return it to the City Clerk no later than November 2. Lynne Sorlye has announced her intention to resign at the end of this year.

OTHER BUSINESS: The Long-Range Planning Committee will meet at the DoubleTree by Hilton at 9:00 am Monday, September 17.

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

Prepared by: Irene Carlow