

GRAND JUNCTION VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS REGULAR MEETING

November 13, 2012

Grand Vista Hotel
2790 Crossroads Blvd., Grand Junction

PRESIDING: Per Nilsson, Chair

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

MEMBERS ABSENT: Ron Beach

STAFF PRESENT: Barbara Bowman, Irene Carlow, Erin Chapman, Debbie Kovalik, Kim Machado, Mistalynn Meyeraan and Layne Whyman

GUESTS: Debbie Revis, Grand Vista Hotel; Stuart Taylor, TRCC; Karin Mast, Miles Media; Gaylene Ore, Ore Communications; Chris Clemens, Pattie Welch, Anne McComber, LeAnn Dawson and Megan Smith, CCT Advertising.

HOST REMARKS: Debbie Revis, General Manager of Grand Vista Hotel, gave a brief welcome and recap of the property's 2012 year. Capital improvements included a new fire suppression system, boiler repairs and some room upgrades. Next year they'll continue to make improvements particularly in meeting space.

The meeting was called to order at 3:08 pm.

MINUTES OF OCTOBER 9, 2012: Glen Gallegos moved to approve the minutes as written, Lynne Sorlye seconded, motion approved.

Congratulations were given to Glen Gallegos on being elected as a CU Regent.

Stuart Taylor, the new manager of the Two Rivers Convention Center and Avalon Theatre, was introduced, and he told a little of his background. The Board welcomed Stuart.

2013 OFFICERS NOMINATING PROCESS: Per Nilsson noted that the terms of several board members will be expiring. Most of those eligible have reapplied and a total of nine applications are under City Council consideration.

DENVER SALES REPRESENTATIVE CONTRACT: Lynne Sorley made the motion and Lon Carpenter seconded that the Board approve the the Denver Sales Representative Contract be renewed for \$31,400.00 for the period of January 1 through December 31, 2013. Passed unanimously. Glen Gallegos requested a summary of the work the contractor performs. Monthly updates are on the Sales Report, plus staff will send the Board copies of the contractor's year-end report.

LETTER OF SUPPORT FOR OHV TRAIL IMPROVEMENT – Barbara Bowman presented a draft letter of support for the USFS grant request to the Colorado State Parks OHV Program to continue work on trails in the Grand Mesa Uncompaghre National Forest. Lon Carpenter asked if any of the work had potential environmental impact, and Glen Gallegos said he would support signing the letter so long as there was no conflict with other groups that we are supporting. Barb said she would find out more information and report back to the Board Members.

ADVERTISING, MEDIA AND WEBSITE CONTRACTOR PRESENTATIONS: The CCT Advertising team presented an overview of the 2012 campaign. The brand strengthening as Colorado Wine Country is going well and most of the goals they set were met or exceeded. The new eBook, 23 Ideas to Bring Wine Country Into Your Life, successfully launched and is ready to start expanding into other social media sites. Three campaign focus options were presented for 2013:

- Advertising: a continuation of the traditional programs with an expansion of the eBook project.
- Content: put a strong effort into increasing the eBook project adding video and more content; create an image/video 'brand library' that can cross support different advertising/marketing/website projects.
- Event-Driven: put the advertising focus on the special festivals and events that are so successful in bringing guests, continue work on the eBook.

CCT's recommendation is option two, to focus on Content and build the photo and video resources then use this content to target new audiences.

Gaylene Ore with Ore Communications reported on the 2012 cooperative writer fams, Denver media promotion trip and other successes in getting Grand Junction into the media. In talking about the 2013 Strategies, she would like to find more *unique characters* or events (such as Mike the Headless Chicken) that will grab the media's attention, develop an in-residence writer program where writers stay longer and focus only on Grand Junction, and build on the increased expert content CCT is proposing to

attract more niche group writers, especially bloggers who specialize in very specific activities.

Karin Mast with Miles Media provided a review of 2012 website projects. They have now split the mobile device/website tracking methods so although the reports look like there is a drop it is actually continuing on a steady path. As hoped, and worked for, people coming onto the site are staying longer and giving more indications that they are planning to visit. For 2013, Karin supports the goals of creating more expert content in the marketing effort as that provides the strongest tools for reaching audiences we don't currently have.

OTHER BUSINESS: Barb talked about the National Park Service's announcement of reviewing the special events permit approval process. There are some concerns about the impact on current and new events in 2013 being lost or delayed if the review process takes too long. Board will discuss this more at the December meeting.

The next VCB Board Meeting will be at the DoubleTree by Hilton on Tuesday, December 11, 3:00 pm.

There being no further business, the meeting was adjourned at 5:09 pm.

Prepared by: Layne Whyman