

GRAND JUNCTION VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS REGULAR MEETING

OCTOBER 9, 2012

Downtown Development Authority
248 South Fourth Street

PRESIDING: Per Nilsson, Chair

MEMBERS PRESENT: Mike Bell, John Williams, Paul Petersen, Lon Carpenter

MEMBERS ABSENT: Jessica Stimmel, Lynne Sorlye, Ron Beach, Glen Gallegos

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

GUESTS: Harry Weiss, DDA Executive Director

Barbara Bowman reported that that over 1,900 riders participated in Tour of the Moon and many participants have sent very positive comments about the event. Area restaurants were nearly full both Friday and Saturday nights and downtown businesses reported strong traffic as participants completed the ride and came to Main Street to enjoy Oktoberfest and patronize the shops . The VCB provided \$5,000 in Special Event marketing assistance to this first-time event. Organizers are in the process of preparing their application for 2013, as all events that occur on the Monument must apply for a permit every year.

HOST REMARKS: Harry Weiss agreed that Tour of the Moon had a positive impact on downtown businesses. Many local events don't translate to heavy spending but the Tour participants were mainly from out of town. The event was a good match with Oktoberfest, giving riders something additional to do during their time in Grand Junction. He also discussed a professional mountain bike race planned for Labor Day 2013 and the community sponsorships that have been committed to secure this event.

The meeting was called to order at 3:45 pm.

MINUTES OF SEPTEMBER 11, 2012: Lon Carpenter moved to approve the minutes as written, Mike Bell seconded, motion approved.

BOARD DISCUSSION ITEMS: Special Events Jessica Stimmel (participating via phone) reported on her conversation with Mike Heaston, organizer of Tour of the Moon. Mike stated that this was the best-ever first time event in his 30 years of organizing and promoting events. Mike welcomes feedback from the Board and staff on ways to make

the event better next year. Jessica commented that Grand Junction received a very good ROI on the \$5,000 Special Events award.

High Desert Opera "I Do! I Do!" application follow-up This was initially reviewed at the September meeting, when the committee tabled the application pending additional information on out-of-town attendees and the potential to generate overnight stays. Attendees from outside the immediate Grand Junction area are generally from Paonia, Hotchkiss, Delta and Montrose. Based on that information, the committee recommends no funding because the event does not meet the Special Events Policy criteria of generating overnight stays. Lon Carpenter moved that Special Event marketing assistance not be awarded to the High Desert Opera, Mike Bell seconded, passed unanimously.

Mistalynn Meyeraan advised the Board that \$3,810 remains in the Special Events line item. She discussed event listings the VCB has historically placed in the Colorado Official State Vacation Guide (COSVG) and on Colorado.com.; 10 of the area's major events are typically listed. This approximately \$3,000 expense was not included in the CCT contract for 2012 and Mistalynn requested Board approval to use remaining Special Events funds to pay for these event listings. Lon Carpenter moved to authorize staff to utilize unspent Special Events funds, in the minimum amount of \$2,400, to pay for event advertising in the COSVG and on Colorado.com; Paul Petersen seconded, passed unanimously.

Public comment Brad Taylor thanked the Board for their support of Tour of the Moon. He rode in the event and said that it was very well organized and a great experience; he has ridden in other events organized by the same promoter and they have all been great events. The organizer donated \$9,000 to the Riverfront Commission.

Contract Renewals 2013 is the third and final annual renewal of the advertising and website contracts; an RFP will be issued in 2013. With Board approval, staff will submit these contract renewals to Council for formal action.

John Williams moved to renew the contract with CCT Advertising for the period January 1, 2013 – December 31, 2013 in the amount of \$375,000; Mike Bell seconded, passed unanimously.

John Williams moved to renew the contract with Miles Media for the period January 1, 2013 – December 31, 2013 in the amount of \$125,000; Mike Bell seconded, passed unanimously.

2013 Visitor Guide Staff requested direction on how to proceed with a request to include listings for distilleries/breweries; distilleries, breweries and brew pubs are currently listed on the website. A redesign in the current format would require condensing two pages of copy into one page, then redesigning the listings section.

Simply adding listings to the Guide would require an increase of 8 pages. Lon Carpenter and Mike Bell will work with staff to review the Visitor Guide policy and make recommendations to the Board on this request.

MARKETING & PUBLIC RELATIONS: Mistalynn Meyeraan reported on recent activities:

- 73 lodging packages were sold as part of the peach promotion
- Grand Mesa was one of six locations featured on *The Today Show* as a top destination to view fall foliage
- Writers from four magazines attended the golf fam
- Six Front Range meeting planners will participate in a fam October 13-14; two of those planners currently have bids pending with the VCB

STATISTICS: Barbara Bowman reported that September lodging tax collections were up 8.5% over last year. Lodging tax revenues have increased every month this year and the YTD increase is 7.4%

There being no further business, the meeting was adjourned at 5:00 pm.

Prepared by: Irene Carlow