

GRAND JUNCTION VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS REGULAR MEETING

January 8, 2013

Springhill Suites
238 Main Street, Grand Junction

PRESIDING: Lon Carpenter, Chair

MEMBERS PRESENT: Lon Carpenter, Mike Bell, John Williams, Kate Graham, Daren Cole, Per Nilsson

MEMBERS ABSENT: Brad Taylor, Glen Gallegos and Ron Beach

STAFF PRESENT: Barbara Bowman, Debbie Kovalik, Mistalynn Meyeraan, Holly Prickett, Erin Chapman, and Kim Machado

The meeting was called to order at 3:04 p.m.

The Chair welcomed Daren Cole to the Board.

Minutes of DECEMBER 11, 2012: Mike Bell moved to approve the minutes as written, Per Nilsson seconded, motion approved.

Board members in attendance signed the Job Description and Acceptance form for the year 2013.

HOST REMARKS: Kevin Reimer, owner of the Springhill Suites, gave a brief welcome and overview of the new Main Street meeting room. Construction is still in progress. Once finished, it will serve as a multi-purpose room with televisions on the walls.

BOARD DISCUSSION ITEMS

NEW BOARD MEMBER ORIENTATION: Barbara Bowman reported that the New Board Member Orientation was held on January 3, 2013, hosted by Per Nilsson at the DoubleTree Hotel. New Board members, Brad Taylor and Kate Graham, were in attendance. Barb will meet with Daren Cole at a later date to review his orientation.

BOARD MEETING LOCATIONS FOR 2013: Barbara Bowman reviewed the list of 2013 Board Meeting Locations and the agenda items for each meeting. John Williams suggested The Hot Tomato as the location for the October meeting in Fruita; and Barb suggested Grand River Vineyards as the location for the September meeting in Palisade.

BOARD RETREAT: Barbara Bowman reported that Two Rivers Winery is available for the Board Retreat on March 12. The Board agreed this would be a suitable location. Kim Machado will make the arrangements.

AFFORDABLE CARE ACT: Per Nilsson stated that because his hotel is part of a privately owned company with greater than 50 employees, health insurance premiums for full-time workers will go up 800% for his company. One option is to create partnerships with other hotels for a job-sharing program; however concerns around morale, service scores, and training could have a negative impact. Debbie Kovalik suggested assigning a representative from the Mesa County Workforce Center to assist.

OTHER BUSINESS

Barbara Bowman shared the following upcoming events with the Board:

- Go West Summit: scheduled for January 28 – 31, 2013 in Fort Worth, TX. Barb, Debbie, and Rich Englehart, City Manager, will be attending.
- Grand Junction Chamber of Commerce Annual Banquet: scheduled for January 25, 2013 at Two Rivers Convention Center. The VCB has reserved a table and will pay for two board members to attend.
- Tourism Industry Association of Colorado (TIAC) Legislative Reception: scheduled for January 28th followed by Tourism Day at the Capitol on January 29th. Debbie Kovalik, Layne Whyman, and Mistalynn Meyeraan will be attending. Barbara explained the purpose of the meeting and encouraged two additional Board members to attend to represent the VCB.

The Board Chair stated his preference for Board members to participate in 2013 events and outreach activities. Barbara reported that the VCB staff is planning the following:

- "Welcome to 2013" letter to the properties welcoming them to 2013 along with information regarding services that the VCB offers to assist them.
- 2013 Visitor Guide Distribution: Staff members will distribute the 2013 Visitor Guides to the lodging properties. Board members were encouraged to participate to acquaint the properties with the Board.
- Once VCB staff changes are in place, a press release will be issued explaining the changes and the "1 2 3+ Ways To Benefit Our Various Partnerships" brochure will be updated.

- General Manager/Owners meeting: Round table discussions with lodging properties. Per Nilsson volunteered to help.
- Quarterly Coffees: Networking and discussions with Sales Directors and personnel from lodging properties.
- Familiarization Tours (FAMS)

SPECIAL EVENTS COMMITTEE

Mike Bell explained the purpose of the committee to new board members. He further reported the committee met before the board meeting to discuss the following funding requests:

- Open Studios Tour - *\$3,500 requested*. The event will be held in May and October. Approximately 4,000 from out of the area attended the event last year. Funding was awarded for last year's event and was applied to brochures, posters, and Colorado Public Radio ads outside of the Grand Valley. This is the only Arts/Culture event we support. VCB staff will issue the media buys. Kate Graham and John Williams volunteered to represent the VCB Board at this event. The committee recommended awarding \$3,500. John Williams moved to award the request, Per Nilsson seconded, motion passed.
- Rumble Mountain Bike event - *\$3,000 requested*. Held on April 13 – 14, 2013, this desert-type race event will have 450 riders. VCB staff will submit the leads for lodging. Kate Graham and Per Nilsson volunteered to represent the VCB Board at this event. The committee recommended awarding \$1,500. John Williams moved to award the request, Per Nilsson seconded, motion passed.

Mistalynn Meyeraan and Holly Prickett distributed and explained the 2012 Special Event Funding report; detailing funding allocation and the economic impact of each event. Barbara Bowman stated that we will continue to support Colorado Mountain Winefest and JUCO, as we have done in the past.

STAFF REPORTS

Barbara Bowman distributed the monthly statistics report, noting that while the lodging tax was down 6.7% for December, we are up 5.8% year over year. The VCB has hired a new Administrative Assistant, Kathy Plunk; start date is pending. Layne Whyman is retiring from the VCB on February 1st. Applications are currently being accepted for the Convention Services position.

Erin Chapman explained the sales report and economic formula to new board members. She reported that 86 sales leads were confirmed for 2012, just short of the goal of 92. Convention Services is working on 129 events, against a goal of 125, for 2012 – 2017. Fifty-one events are on the 2013 convention services support schedule.

Mistalynn Meyeraan reported that website visits are up 9.6% and includes both desktop and mobile sites. Search Engine Optimization (SEO) is working.

Barbara announced that Senator Udall will be in Grand Junction on Saturday, January 19th to meet with community leaders. One of the subjects will be the Colorado National Monument change to a National Park. She encouraged all board members to attend.

RECOGNITION OF CATHERINE ROBERTSON AND MIKE PERRY: Barbara Bowman and Debbie Kovalik recognized Catherine Robertson from the BLM, and Mike Perry from the Museum of Western Colorado, who are both retiring. Both were presented with a gift bag and were thanked for their partnerships with the VCB.

The next VCB Board Meeting will be at Shaw Construction on Tuesday, February 12, 2013 3:00 pm.

There being no further business, the meeting was adjourned at 5:08 p.m.