

GRAND JUNCTION VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS REGULAR MEETING

February 12, 2013

Shaw Construction
760 Horizon Dr., Suite 201

PRESIDING: Lon Carpenter, Chair

MEMBERS PRESENT: Lon Carpenter, Mike Bell, Per Nilsson, Brad Taylor, Glen Gallegos

MEMBERS ABSENT: Ron Beach, Kate Graham, John Williams, Daren Cole

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

VISITORS: Tom Kleinschnitz, Mike Heaston, Scot Harris, Doris Blake, Donna Haskins

The meeting was called to order at 3:03 p.m.

Minutes of JANUARY 8, 2013: Per Nilsson moved to approve the minutes as written; Mike Bell seconded; motion approved.

Melanie Wiseman recognized Doris Blake for reaching 5,000 volunteer hours and Donna Haskins for reaching 3,000 volunteer hours. Doris mentioned that she enjoys many aspects of being a volunteer including, visiting with the staff and other volunteers, FAM trips, and the volunteer banquet. Donna said she also enjoys the staff and interacting with the visitors. Both Doris and Donna were presented a box of chocolates. Lon Carpenter expressed appreciation on behalf of the Board and staff.

BOARD DISCUSSION ITEMS

BLM MANAGEMENT PLAN FOR RUBY CANYON: Tom Kleinschnitz, owner of Adventure Bound River Expeditions, provided an update on the BLM management plan for Ruby Canyon and its impact to river recreation. McInnis Canyons has 34 campsites and fees are tier-based for commercial use, based on the number of people in a group. There are no fees for personal use. Historically, of those who access the canyons, 17% are groups/companies and 83% are individuals. He added that the commercial opportunity is around renting equipment to individuals and that the first steps for solid management is to tie the Colorado River to tourism.

MONUMENT TO PARK STATUS: Lon Carpenter gave an update to the Board regarding the Monument to Park meeting with Senator Mark Udall. The newly formed task group, Grand Valley Citizens for a National Park, has received support from the city of Grand Junction and at least 350 businesses. They are hoping Club 20 and the Grand Junction Economic Partnership will also support the status change. Concerns expressed at the meeting center around access to Glade Park, air quality, and water rights. The plan is to take the status change to legislation this fall.

TOUR OF THE MOON PERMIT UPDATE: Mike Heaston and Scot Harris reported that their permit for the 2013 Tour of the Moon event on the Colorado National Monument was approved. The route will take riders from west to east this year which will eliminate concern around road closures.

SPECIAL EVENTS COMMITTEE: Mike Bell reported that the Special Events Committee met prior to the board meeting and recommended approving the following funding requests:

- Art and Jazz Festival - *\$3,500 requested*. This arts and entertainment event will be held downtown over Mother's Day weekend in May, 2013. Marketing will focus on resort areas, including Vail and Glenwood Springs. The committee recommended funding the full amount.
- Colorado Lavender Festival - *\$4,000 requested*. This event will be held at Palisade Memorial Park on July 12 – 13, 2013. 2,000 people are projected to attend with 50% of that coming from out of town. In 2012, \$2,890 Special Event funding was awarded for the event. The committee is recommending \$3,000 be awarded for 2013.
- Grand Valley Marathon - *\$500 requested*. This is a new event to be held on May 11, 2013. The race starts in Palisade and includes a series of course lengths. Funds would be used for rack cards to be given to attendees. The committee recommended funding the full amount.
- Special Olympics – to be held on June 1 – 2, 2013. Barbara Bowman indicated that instead of granting Special Event funds, the VCB will provide a \$1,000 sponsorship for this event.

Glen Gallegos moved to approve the committee's recommendations for funding these events. Per Nilsson seconded; motion passed.

Mike stated that the following funding requests were declined at this time: The Gauntlet Obstacle race, MOG Fest, HITS Triathlon Series. The committee either needs additional information or will recommend to the requestors to schedule their event during different months other than May and September.

MARKETING PLAN: Megan Smith from PILGRIM Advertising & Digital Marketing (formerly CCT Advertising) showed and discussed a presentation featured around the VCB marketing plan for 2013. The defined objectives include:

- Looking at content development and awareness of Grand Junction; educating consumers on how Grand Junction is ideal for a long weekend getaway, combining relaxation and adventure.
- Targeting leisure travelers (front-range and city-specific) as well as meeting planners.
- Focus will be on wine country and our lifestyle, which will include:
 - Accessibility content (i.e. video, audio, slideshow, and mobile pocket guide)
 - Distribution tactics (i.e. website, print ads, restaurant table tents, online banner ads, and posters). We will have a strong online presence this year which will be the bulk of our advertising.

Wine country is the lifestyle and will reinforce the brand, but the VCB and PILGRIM will bring in other activities that are part of the wine country lifestyle such as biking on the Colorado National Monument and rafting. Mistalynn Meyeraan added that due to a shift in budget, we will allocate \$7,200 toward social media, placing more Facebook ads.

The 2013 VCB Marketing Plan and 2013 Visitor Guide were handed out to all board members present.

OTHER BUSINESS:

- Lon Carpenter reminded the board members that according to the by-laws, board members are required to attend at least 2/3 of the board meetings. He stated that he spoke with Ron Beach regarding his attendance at the board meetings. Due to personal reasons, Ron offered to resign. The board recommended replacing Ron with a new member to complete the remainder of his term, which ends this year. Barbara Bowman added that she will contact City Council to look at applications received last fall or go out for new applications.
- Barbara Bowman reminded board members of the Board Retreat to be held on March 12, 2013 at Two Rivers Winery and Chateau, and encouraged them to submit agenda ideas to her and the Chair. She also reminded the board of the Volunteer Board and Commission luncheon to be held on February 20th at Two Rivers Convention Center.

STAFF REPORTS

MARKETING/PR: Mistalynn Meyeraan reported the following:

- The VCB has partnered with the Grand Junction Economic Partnership to place an ad on the CBS electronic billboard in Times Square in New York City, NY at a substantially reduced fee. The ad will run through April 13th. The ad was shown to the board.

- The VCB has partnered with Powderhorn Resort and 10 hotels to create a Ski/Stay/Play package. The packages are now live on our website and will run through the end of March.

Due to time constraints, the remaining staff reports were not presented. Each of the board members were given hard copies.

The next VCB Board Meeting will be the Board Retreat at Two Rivers Winery and Chateau on Tuesday, March 12, 2013 at 8:30 a.m.

There being no further business, the meeting was adjourned at 5:23 p.m.