

Grand Junction Visitor and Convention Bureau
2013 Board of Directors Retreat
The Chateau at Two Rivers Winery
March 12, 2013



Notes

Board Members present: Lon Carpenter, Mike Bell, Kate Graham, Glen Gallegos, Brad Taylor, John Williams, and Daren Cole

Staff present: Barbara Bowman, Debbie Kovalik, Mistalynn Meyeraan, and Kim Machado

Guests: Karin Mast – Miles Media, Gaylene Ore – Ore Communications, Chris Clemens, Megan Smith, Anne Macomber – PILGRIM Advertising

Contractor Presentation – Ore Communications

On behalf of Gaylene Ore, Mistalynn Meyeraan reviewed progress on the 2012 PR wish list. Items that have been accomplished and/or are in progress to date are:

- Desk-side meetings and events
 - New York City scheduled for April 11, 2013
 - Dallas, TX – scheduled yearly
- Developing strong content
 - Met with Miles Media on developing new web site
 - 2013 PR plan will be more content driven
- Resident Blogger
 - Hosted first blogger on 3/1 – 3/4
 - Recommend increase to 2 bloggers per season
- Work with lodging properties on creative packages
 - Ski/Stay/Play package
- Work with Miles on increasing SEO / ROI through PR
 - Using Google analytics, PRWeb, and traditional advertising
 - Purchased ten PRWeb packages

2013 PR Objectives are:

- Identify and work target markets in line with Grand Junction's key target markets.
- Host eight qualified media writers/bloggers through summer press trip and one-on-one trips.
- Determine ROI by obtaining monthly impressions from PR web postings. Goal is see a spike in web visits during the distribution stage.

PR goals for the next four years are:

- Add bloggers to the mix – increase number of resident bloggers
- Continue to define content that's working
- Continue the PR and SEO collaboration
- Build relationship with journalists through Twitter
- Nurture traditional media

Contractor Presentation - PILGRIM ADVERTISING

Megan Smith reviewed some of the accomplishments for 2012 which include:

- Created and utilized eBook as basis for building content
 - 245 downloads to date, up from 78 in November, 2012
- Kept the focus on Colorado's wine Country lifestyle
- Shift emphasis to develop content that supports the brand message

The 2013 campaign will focus on the following:

- Content Marketing - Develop content in video and mobile guide formats
 - Video content will rollout July through September and will include three subjects:
 - Colorado Wine Country Journey by Bike
 - Fresh Produce from Colorado Wine Country
 - Sunset Picnic in Colorado National Monument
 - The meeting planner video will include excerpts of the three subjects
 - Producing six Mobile Guides that will include tips on:
 - Peach Martini
 - Pick the Perfect Peach
 - Wine Pairings
 - Wine Tasting
- Online display advertising to drive consumers to engage with content. Will run April through October.
- Continue to work towards a larger, full scale multi-media plan
 - Includes both Consumer and Meeting Planner
 - Support from print placements (Grand Circle, OSVG, AAA EnCompass, Go West)
 - SEM Campaign will run April through December
- Continue promote eBook for travelers to find ways to explore Colorado Wine Country
- Guerilla marketing to promote the content.
 - Video Content Drivers include: Spongecell Banners, Farmer's Market Posters, Leisure Traveler Print Ads, and Meeting Planner Print Ads.
 - Mobile Content Drivers include: Grocery Store Peach POP Stickers, Grocery Store Peach Dangles, Wine Bar Coasters, and Wine Bottle Hang Tags.

The campaign will continue to highlight Colorado's Wine Country; it's accessibility to everyone and how the lifestyle blends with the activities; offering the ideal combination of relaxation and adventure.

Looking forward:

- Increased content development
 - Published Books, Podcasts
- Multi-media campaign:
 - Television advertising
 - Out-of-home
 - Radio spots
- Promotional activity – giving people incentives to turn into purchasers

Contractor Presentation – Miles Media

Karin Mast shared that more and more travelers are using mobile devices to obtain travel information and this is an area where we must have a presence. The new role of the VisitGrandJunction website is:

Awareness > Inspiration/Consideration > Book > Plan > Travel (Mobile) > Share (social)

Tactics for 2013 include:

1. Press room enhancements
2. Search Engine Optimization (SEO) for long-tail keywords
3. Mobile website improvements
4. Content development
 - Expert-level – in-depth itineraries, input from engaged users via social media, and videos showcasing unique destination experiences
 - New types of content – images, itineraries, savings/coupons/deals, and links to video
 - Customized – geography, direct flight routes, organic and paid keywords

Bright Edge will be utilized for tracking SEO effectiveness and providing insight for on-page recommendations, competitive analysis, site auditing and social signals. Get Smart Content will create custom content targeted to each user based on their needs and interests.

Special Events

Discussion on what process changes are needed related to Special Event Funding Requests.

- How often should the Special Event Committee meet?
- Should the VCB continue to fund long-standing events? Should there be a funding term limit?
- How much time is needed to review the applications? Should all board members be reviewing them?
- Should the committee bring back a rating/matrix system?
- How should the application be revised to include relevant information needed to make an informed decision?
- Should some or all of the funds set aside for special events be allocated to other areas (i.e. Social Media)?

This topic will be further discussed at the April Board Meeting.

Board Discussion Items

1. **Social Media Engagement** - Mistalynn Meyeraan shared the VCB's social media pages and what goes on behind the scenes. We currently populate four accounts; Facebook, Twitter, Flickr, and You Tube. We will be adding Instagram page. An average of 1 – 3 hours per day is spent managing the social media accounts. Our first social media campaign will start in April. Suggestions include:
 - A program to engage motivators
 - Hiring an intern for social media
2. **VCB Branding related to tourism** – The brand “Colorado’s Wine Country” separates us from other destinations in that we have a lifestyle that is in Wine Country, and is accessible to all people. We have the same activities (hiking, biking, rafting, skiing) as other destinations but Wine Country is the power source that fuels all other things. Based on the Online Conversion Study the main reason people are visiting is because of wine. The brand is different than the norm and attracts front-range visitors to travel beyond the mountain resorts.

BLM Resource Management Plan – Wayne Werkmeister, BLM

Wayne Werkmeister provided an overview of the Resource Management Plan (RMP) / Environmental Impact Statement. The planning area covers 1,061,400 BLM surface acres. Key planning issues include travel management / energy development, recreation management, lands and realty, community growth and expansion, wildlife and fish, and lands with wilderness characteristics. The Public Comment Period is now through June 24, 2013. No roads will be closed, only multiple trails/routes that leads to the same areas. The RMP will provide a unified federal policy toward the use of off-road vehicles on public lands. The VCB Board of Directors will not be making a statement regarding the RMP. Each board member is encouraged to make their own comments on this proposed plan.