

GRAND JUNCTION VISITOR & CONVENTION BUREAU  
MINUTES OF THE BOARD OF DIRECTORS SPECIAL EVENT WORKSHOP  
JULY 9, 1996

PRESIDING: Brad Higginbotham, Chair

MEMBERS PRESENT: Dan Sharp, Doug Gust, Bill Miers

MEMBERS ABSENT: Ron Maupin, Tom Kleinschnitz, Ken Smith, Fay Timmerman, Karen Berryman, Lon Carpenter

STAFF PRESENT: Debbie Kovalik, Irene Carlow

GUESTS: Bill Beckwith, Linda Bowman

Three applications were submitted for the second cycle of 1996 Special Event funding: Grand Junction Musical Arts Association, Rim Rock Run, Grand Junction Air Show. Board members have reviewed the applications and rated each event based on the criteria in the Special Event Policy. (Three of the absent members were able to advise the Chair of their ratings.)

The Chair noted that the Grand Junction Symphony has not submitted a final report of expenditures for the Nutcracker, held in December 1995. The Policy requires submission of a final report within 60 days after an event. The Board discussed each application; how the events met the established criteria and spirit of the Special Events Policy; and members' initial ratings of each event. Members present recommend funding the following:

Rim Rock Run	\$2,000
Grand Junction Air Show '96	\$4,800

If a quorum is not assembled today, the Board will hold a Special Meeting at the Ramada on Friday, July 12 at 7:00 am to vote on Special Event Funding recommendations to be made presented to Council on Wednesday, July 17.

An informal discussion of agenda items continued.

Dan Sharp reported on the Moonlight Madness event. Mike Heaston, event organizer, has stated he will not put on this event for 1997. Mike has requested the Board review the Special Events policy and reconsider the 3-year limit on funding as well as giving preference to non-profit organizations. He feels that having a positive economic impact on the community should be the major criteria rather than charitable status.

John Lowey, Colorado Wine Industry Development Board, stated that it does take more than 3 years to launch a new event. The Colorado Mountain Winefest, now in its 5<sup>th</sup> year, received VCB funding for the first 3 years. Without VCB funds, Front Range marketing was cut and the event barely broke even in 1995. Five years of funding could have helped make this a larger-drawing festival and stabilized the VCB's investment. The Winefest does not compare with Aspen's, which is very upscale; many

Colorado wineries would get lost at the Aspen festival. The local Winefest compares more with Telluride, which draws from 4 states and has attendance of 1,400-1,500. In response to these comments, the Board will appoint a committee to review the Special Event Funding Policy; any recommended revisions will be presented to Council for approval.

World Travel Partners is looking to the VCB for support in marketing the ski charters from Florida to Walker Field. We will run a full page ad in a publication targeting travel agents and staff will attend trade shows for both travel agents and consumers September 17 – 22. We will approach Walker Field with the request to have a hospitality table when the charters arrive and depart.

The Chair recognized representatives of the Palisade Chamber of Commerce and Town of Palisade and thanked them for hosting this meeting. Jack Yates, Town Manager, gave an update on the Town's activities. The TLC (Trees, Lights and Concrete) Campaign for the downtown core is in progress. Trees are being planted, Victorian streetlights are being installed and new sidewalks are being laid. This project is financed through a combination of community-raised funds, State of Colorado grant, Town general funds and a special assessment district.

The Town is also working toward preserving the agricultural heritage of the community. The Palisade Area Heritage Ordinance is being prepared which would designate Palisade as the first Heritage Area in Colorado. The Town hopes the County Commissioners will join in this resolution.

Chamber representatives thanked the VCB for including Palisade in the VCB's marketing efforts and for distributing information about the fruit orchards and wine industry at the Visitor Center.

The Director introduced Dave Agapito, who is compiling information for our survey to gauge the economic impact of tourism in the Grand Valley. Much of this information will also be used to determine the VCB's return on investment.

The fall ad schedule will be pulled forward 2 weeks to try to increase advertising responses as well as bolster our other statistics. We may ask hotels if they would participate in a special ad, publishing their rates to increase awareness of lodging affordability.

National tourism trends in early July indicate travel to the West is down 12% from 1995. Of four Colorado advertisers in the Rand McNally atlas, three reported decreased responses; only Denver reported an increase (10%).

(Lon Carpenter arrived and a quorum was assembled.)

The Chair called the meeting to order at 4:05 pm.

MINUTES OF JUNE 4, 1996: Doug Gust moved the minutes be approved as written, Lon Carpenter seconded; approved unanimously.

BOARD BUSINESS: The Chair re-capped the workshop discussion of Special Event applications received and recommended funding levels. Bill Miers moved the following Special Event funding recommendations be made to City Council:

Rim Rock Run	\$2,000
Grand Junction Airshow '96	\$4,800

Dan Sharp seconded; approved unanimously. Staff will prepare the recommendations for the City Clerk to include on the July 17, 1996 Council meeting.

Lon Carpenter reported that the Colorado West Duathlon was a success. The event continues to grow, with 175 entrants this year.

**DIRECTOR'S REPORT:** Peach harvest ads will begin in the Denver Post July 17. Copies of the VCB's Peach Festival press release were distributed, along with copies of an article that appeared in the Denver Post Sunday magazine. This article was a result of the travel writer from the VCB hosted last April.

Budget reports for 1995 and 1996 YTD were distributed, and the Director discussed 1996 in detail. As part of the City budgeting process, revisions to FY 1996 and FY 1997 will be made in September. Staff will make recommendations at the September Board meeting.

Doug Gust moved the meeting adjourn, Bill Miers seconded. There being no further business, the meeting was adjourned at 5:15 pm.