

GRAND JUNCTION VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS
MINUTES OF MEETING
NOVEMBER 12, 1996

PRESIDING: Brad Higginbotham, Chair

MEMBERS PRESENT: Ron Maupin, Tom Kleinschnitz, Doug Gust, Bill Miears, Ken Smith, Dan Sharp, Lon Carpenter, Karen Berryman

MEMBERS ABSENT: Fay Timmerman

STAFF PRESENT: Irene Carlow, Judy Shormann, Erin Chapman

GUESTS: Linda Hill, Kathleen Brown, Nancy Ellyson

The meeting was called to order at 3:05 pm.

MINUTES OF OCTOBER 8, 1996: Tom Kleinschnitz moved the minutes be approved, Ron Maupin seconded; approved unanimously.

TASHIRO MARKETING & ADVERTISING: Linda Hill reviewed 1996 goals and objectives and discussed the preliminary media plan for 1997. Circulation figures for the 1996 media plan decreased 1 million from 1995; this decrease in exposure is directly reflected in the number of 1-800 inquiries and brochure mailings. The Rocky Mountain News was dropped for 1996 because they no longer have state-wide circulation; that will be re-evaluated for 1997. Television advertising was affected by changes in network affiliation in the Denver stations. We continued to place ads on KCNC (#2 station) because of the incentives that were offered: free promotional spots as well as no charge for producing the ads. We will re-evaluate switching to the #1 station in 1997; the number of impressions will increase, but promotional spots will not be available. We are updating the video, adding shots of wineries, tastings, the Winefest, orchards, peaches, dinosaurs. This footage will also be used in new TV spots. The Internet welcome page will be given a fresh look and additional promotions/give-aways are being discussed. Overall, only minor campaign adjustments are planned for 1997 with a major redirection anticipated for 1998.

Kathleen Brown reported on public relations activities and media fam tours during the year. A synopsis of 1996 press clippings received was presented; total circulation represented by the clippings is 20,562,090. Several on-line travel publications have been identified for placement of press releases; we will monitor the Internet for additional opportunities of this type.

Linda said that statewide leisure business is down and is not expected to increase in the near future. One of the agency's goals for 1997 will be to expand the meeting and convention/group business, dependent on budget and staff resources.

Ron asked how we reach the drive-by traffic (both I-70 and Highway 50)? There was discussion about signage, beautification, billboards, additional development on Horizon Drive to 7th Street, bike path along Horizon Drive, improved lighting. The DDA continues to discuss displaying banners along major thoroughfares. Nancy Ellyson said the Museum has approval to erect a 15' x

8' sign on airport land and plans to ask the VCB to fund the \$3,000 cost. Ron Maupin responded that capital improvements of that type should be presented to Council and encouraged the Museum to schedule this as an agenda item. Linda said that luring drive-by traffic into the city was identified as an issue when the VCB was formed in 1990. Positive steps that have been taken include: installing tourism directional signage; design of the Adventure Guide map; and the VCB's annual hospitality training program for front-line employees.

BOARD BUSINESS: The Special Event Policy, applications and rating forms were distributed. Rating forms are due to the VCB office by Wednesday 11/20 so staff can tabulate the scores; a workshop to discuss the applications will be held at the VCB office Thursday, November 21 from 3:00 - 5:00 pm.

The Art Center's report on funding the Pletka exhibit was received before the deadline. The exhibit was successful; approximately 250 people from out of town toured the exhibit. Ads in Southwest Art also generated numerous out-of-state phone calls to the Art Center.

The Kokopelli Marathon was again successful, with the majority of participants from out of town. All the participants stayed 1 1/2 days and many stayed for the entire weekend.

Bill Mears will contact Rim Rock Run organizers.

Dinosaur Diamond (DD) participants will meet at Dinosaur Valley Wednesday, November 20, hosted by the VCB and the Museum. Agenda items include presentation of a \$7,000 technical services proposal by John Sem to complete and implement a marketing plan. The VCB contributed \$1,000 of the total \$6,000 collected from DD participants in 1996; the entire amount was spent on direct promotion (design and printing of a rack card). The Chair feels the DD participants have the expertise to develop and implement a marketing plan, rather than paying someone else to do so. Discussion included whether an RFP would be required (to date, funds have been contributed by municipalities). Additionally, if a marketer is to be hired, the group should look to individuals who live in the DD area. Tom asked what kind of organization is the DD? If this is not a bona fide organization, maybe it is inappropriate to give funds to these efforts, especially in light of the organizational requirements in the Special Events Policy. No formal structure has been established; 1996 funds were channeled through the City of Fruita. The Chair encourages all Board members to attend the DD meeting.

The December 10 Board meeting will be held at the Holiday Inn.

STAFF REPORTS: Through 10/31, the number of sales leads issued is at 98% of goal for the year. Two fairs were hosted recently: a group from Thailand and AMTRAK reservation agents from Chicago.

OTHER BUSINESS: The Air Service Task Force will hold off approaching TWA and, instead, will try to begin discussions with Northwest Airlines. Western Pacific anticipates beginning service from Colorado Springs to Grand Junction in early 1997.

The Museum of Western Colorado's website will be launched in late November. Dr. Bob Bakker will speak at the Avalon on December 6.

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

