

GRAND JUNCTION VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS
MINUTES OF MEETING
DECEMBER 10, 1996

PRESIDING: Karen Berryman, Vice Chair

MEMBERS PRESENT: Fay Timmerman, Dan Sharp, Doug Gust, Lon Carpenter, Tom Kleinschnitz

MEMBERS ABSENT: Brad Higginbotham, Bill Miers, Ron Maupin, Ken Smith

STAFF PRESENT: Debbie Kovalik, Irene Carlow, Erin Chapman, Judy Shormann, Barbara Bowman

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

MINUTES OF NOVEMBER 12, 1996: Tom Kleinschnitz moved the minutes be approved, Doug Gust seconded; approved unanimously.

TASHIRO MARKETING & ADVERTISING: Linda Hill presented final recommendations for the 1997 media plan; total circulation represents an increase of 6 million over 1996. The focus is on destination publications. New additions to the 1997 schedule are Better Homes & Gardens and Family Fun. Country Home has been added back to the media plan and the VCB will again receive a free ad in Country American. Those two publications accounted for over 6,000 responses in 1995. We will monitor first quarter responses closely and determine if any adjustments need to be made. Front Range advertising is not placed until Spring. Other recommendations include:

- enhancing the website
- quarterly promotions on the Internet
- more emphasis on group business, to include a greater presence on the Front Range
- continue Successful Meetings ads
- direct mail campaign

Economic Impact Study: Linda and Debbie met with Tucker Hart Adams on December 3. Ms. Adams will begin work on the VCB's project in January. She was impressed with the research the VCB has conducted and will begin analyzing existing data. Ms. Adams believes an intercept survey needs to be done and she will contact Mesa State College about students doing this survey. She also will come to Grand Junction to interview key business people. Preliminary results may be available next summer. When the report is completed (possibly Fall 1997), Ms. Adams will present her findings at a forum hosted by the VCB.

Website Contest: Of the 402 (unduplicated) entries received, 151 had previously visited Grand Junction and 188 want to receive information on a regular basis. States with the highest number of responses include: Colorado, California, Indiana, Illinois, Texas, New York and Virginia; 22 entries were received from 11 foreign countries.

ADR/Occupancy Study: Linda distributed copies of the current study (through October). 1996 results show an increase in ADR each month except February. Occupancy is down each month

during the current year. The participating properties represent 1,100 rooms, or nearly 50% of the total room inventory. Doug and Dan will contact Howard Johnson and Days Inn and encourage them to participate.

BOARD BUSINESS

Internet Links: Staff continues to receive request for links to other sites: BLM, Monument, Museum, Chamber, EDC, Country Jam, a real estate company. There has been little response from Colorado West Tourism Council members; Doug will bring this up again to the membership. Tom is disappointed at the lack of response; he believes the \$150 charge for a link is worth it to a small business.

The Board feels it is important to have a policy in place and discussed what types of businesses would be eligible to purchase a link to the VCB's site. An Internet link policy will be patterned after current policies covering inclusion in the Visitor Guide and Visitor Center. Staff is directed to draft a proposed policy that incorporates the following:

- all links must be reciprocal
- lodging properties inside the City limits link for free
- tourism related non-profits in Mesa County link for free
- commercial/retail businesses inside the City limits link for \$150
- commercial tourism attractions in Mesa County (outside City limits) link for \$150

Special Events: Bill Miears reported on the Rim Rock Run at the October meeting.

1997 funding recommendations made at the November 21 workshop were discussed further. The Board expressed concern that some applications indicated an organization is non-profit, but more information in that regard would be helpful. The 1997 policy review process should include revision of the forms to more specifically address non-profit status on the applications.

Dan Sharp moved to fund the events listed below (with stipulations as indicated), Doug Gust seconded; passed unanimously.

| | |
|--|--------|
| Tour of the Vineyards (ads in Rocky Mountain Sports) | \$ 950 |
| Kokopelli Trail Marathon/Half Marathon | 1,500 |
| Art on the Corner Art & Jazz Festival | 1,500 |
| Grand Mesa Fire Classic Tournament (out-of-state or Front Range soccer magazines) | 2,500 |
| Norwest Bicycle Classic | 1,500 |
| Colorado West Color Classic (ad in national horse show magazine) | 1,000 |
| Fruita Fat Tire Festival (ads in out-of-town bike magazines) | 1,500 |
| Grand River Indian Artists Gathering | 2,500 |
| Rim Rock Run | 2,000 |

The Board's funding recommendations will be on the December 18 Council agenda.

The next regular Board meeting will be held at the Chamber of Commerce on January 14.

Dinosaur Diamond: Several Board members attended the November 20 Dinosaur Diamond (DD) meeting. The group received a proposal for marketing services in the range of \$5,000 - \$7,000 per year. Doug stated that there is ample marketing expertise in the DD and feels there is no need to hire someone; there also is no budget for services.

The DD participants need to develop a mission statement, consensus on the types of activities or projects to be undertaken and develop a budget. Participating chambers, cities and tourism organizations provided all the 1996 funding; land management agencies and museums have not contributed funds but are equally involved in discussions and decisions that guide the group's activities. Doug suggested that there be a meeting with one representative of each funding organization and they make decisions. If the DD does not create a formalized structure with a board and governing organization, the VCB should drop out.

STAFF REPORTS

Recommendations for the 1997 Visitor Guide were presented. In order to respond to visitors' requests, staff recommends including names and phone numbers of tour operators that have regularly scheduled tours/shuttles. The Board approved the following:

- Melrose Adventures will be listed in a new lead paragraph under Area Attractions
- Bicycle Outfitters Touring & Adventures will be included in the Mountain Biking section
- GISDHO shuttle service will be included in the Powderhorn section
- Melrose Adventures and GISDHO will both be listed in the Visitor Information Directory; the BLM and Forest Service phone numbers will be deleted, as they both appear elsewhere in the Guide

Other new information approved for inclusion in the 1997 Guide:

- Chipeta Golf Course (opening Spring 1997)
- Canyon View Park, the City park opening in Fall 1997
- Kids Stuff section, which will list kids activities (amusements, arcades, etc.) inside the City limits; this section will replace Bookcliff Exotic Animal Park, Western Colorado Dragway and Wildlife.
- Foreign Currency Exchange/Alpine Bank-Horizon Drive will be listed in the Visitor Information Directory

On November 25, staff sent a letter (with Visitor Guide and policy) to Canyon Wind Cellars requesting information to present to the Board for possible inclusion in the 1997 Guide. No response has been received, nor has the letter been returned by the Post Office. The Board felt that request was sufficient and no further action by the staff is necessary. Due to the lack of response/information, the Board will not include Canyon Wind Cellars in the 1997 Visitor Guide.

The Orchard House Bed & Breakfast returned the signed contract to continue participating in the "expand the tent" program and it will again be listed in the lodging grid. The Spruce Inn, a B&B in Collbran, forwarded information in response to the "expand the tent" letter, but has not returned the Director's phone calls nor returned a signed contract and deposit check by the December 6 deadline. The Board will not include The Spruce Inn in the 1997 Visitor Guide.

Convention Servicing: Judy Shormann confirmed that Visitor Center volunteers will staff hospitality tables at Walker Field for Signature Tours flights; our large trade show booth will also

be set up. Flights are scheduled every Saturday from December 21, 1996 - April 12, 1997. The hospitality table will be staffed for approximately 2 1/2 - 3 hours each Saturday.

Group Sales: The sales division has issued 126 sales leads, which is 106% of the 1996 goal; our conversion rate is 61%, which is higher than most bureaus. Staff also conducted 27 educational tours during the year.

NEW BUSINESS

Lon Carpenter nominated Doug Gust as Vice Chair for 1997, Dan Sharp seconded; approved unanimously.

Brad Higginbotham was the unanimous choice to serve as the VCB's representative to the Chamber Board for 1997.

Karen Berryman thanked Fay Timmerman and Tom Kleinschnitz for their participation and valuable input as Board members, and presented each with an appreciation plaque.

Fay moved the meeting adjourn, Tom seconded. Their being no further business, the meeting was adjourned at 5:10 pm.