

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE BOARD OF DIRECTORS MEETING
SEPTEMBER 9, 1997

PRESIDING: Karen Berryman, Chair

MEMBERS PRESENT: Brad Higginbotham, Lon Carpenter, Bill Miears, Dan Sharp, James Simons, Ken Smith

MEMBERS ABSENT: Jack Scott, Sabrina Bebb-Jones

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

GUESTS: Meggen Bernstein, Janice Warren, J.J. Johnston

The meeting was called to order at 3:10 pm.

MINUTES OF AUGUST 12, 1997: Brad Higginbotham moved the minutes be approved as written, Dan Sharp seconded; approved unanimously.

BOARD BUSINESS: Special Events – The Art & Jazz filed a final report in accordance with the Special Events policy; the event posted a \$563 loss. The organizer attributes the loss to competition from the People's Fair held in Denver the same weekend; high expenses for entertainment; and low attendance overall.

Air Show attendance was excellent on Sunday and was good on Saturday in spite of rain early in the day. The Discovery Channel filmed the "Wall of Fire;" Tashiro has asked TCI for air dates and will check on the cost of running spots in the Denver market.

The Director reviewed worker's compensation coverage requirements for Special Events funding and discussed some of the conflicting interpretations events receive from insurance companies and legal counsel. The Board supports the City Attorney's opinion that all events receiving Special Events funds must meet the worker's comp requirement. The Board suggested including with the application packets information from the Colorado Compensation Insurance Authority. A cover memo with the applications will draw applicants' attention to the insurance requirements, specifically workers' comp. It was also suggested that the Air Show's volunteer form be included as a sample.

Ads announcing the availability of applications will run in the Daily Sentinel on September 25 and 28. A press release will also be sent to all local media. After reviewing the funding Policy, the Board revised the definition of "Shoulder Season," deleting the months of May and June from that section.

1998 Chair/Vice Chair: Members interested in serving as Chair or Vice Chair should call Karen Berryman. Ballots will be cast at the October meeting.

TASHIRO MARKETING & ADVERTISING: Meggen Bernstein distributed copies of ads for the Peach Festival, Winefest and Air Show; the TV spots were also viewed. Public Relations activities were reviewed and recent newspaper articles distributed. The travel writer fam is scheduled September

28 – October 1; the VCB will host a reception at the Visitor Center Tuesday, September 30 from 6:30 – 7:30.

Meggen also distributed cost estimates for posters and postcards of the Jim Niehues painting. The estimates are for printing and production; cost of the painting itself is \$6,000.

All figures are not in for the second quarter ADR/Occupancy; preliminary results show a slight decrease in ADR for April and increases for both May and June. Durango, Cortez and Grand County were all down in July; resort areas posted increases in July.

STAFF REPORTS: Lodging tax receipts for August were down 6.6%; the YTD increase is 4.3%. The budget will be revisited after September receipts are available; additional expenditures requested for 97-98-99 will be reconsidered as necessary. Depending on Fall lodging collections, staff may ask for approval to use contingency funds to pay for the new telephone system. One of the new budget items for 1998 is TV production for a Welcome Channel; the Director reported that TCI does not wish to be involved in the project at this time. The VCB will investigate producing a program to be aired and integrated into individual hotel rooms.

The Director participated in a focus group conducted by Dr. Tim Hatton for Two Rivers Convention Center. Users and non-users were asked to comment on improvements, operations, fees, customer service, etc.

Group Sales: The Denver sales mission is scheduled for October 20 – 23. Six teams (2 people each) will make sales calls the 21st – 23rd; Board members are invited to attend the reception Thursday, October 23 at the Adam's Mark Hotel.

Visitor Center: The Center was very busy in early September, although traffic is beginning to slow down during the week. Hours of operation during September are: Sunday-Thursday, 8:30 – 5:00. Friday-Saturday, 8:30-8:00. Beginning October 1, we will revert to the winter schedule of 8:30-5:00 every day.

OTHER BUSINESS: J.J. Johnston discussed MCEDC's ongoing efforts to attract new businesses to Grand Junction. The MCEDC marketing plan targets companies by type and size. Quality of life is, of course, a big factor in attracting a new employer to the area; housing costs and availability are a major challenge. Within the next week, MCEDC will announce the relocation of a new company to Grand Junction, which is the result of a local lead from Doug Simons.

Welcome Banners: The Chair noted that the Symphony had banners put up along Horizon Drive. The Chair talked with Mark Relph, City Public Works Manager, and he confirmed that the hardware is in place and funds are budgeted for maintenance. Perhaps the VCB could inform event organizers of the availability of using banners to promote their events. Individual events would be expected to pay for their own banners, since the VCB's budget funds as well as advertises events. The Chair would like further discussion on this topic at a future meeting.

Brad Higginbotham moved the meeting adjourn, Lon Carpenter seconded; there being no further business, the meeting was adjourned at 5:20 pm.