

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE BOARD OF DIRECTORS MEETING
OCTOBER 14, 1997

PRESIDING: Karen Berryman

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

MEMBERS ABSENT: Jack Scott, Sabrina Bebb-Jones

STAFF: Judy Shormann, Erin Chapman, Debbie Kovalik, Barbara Bowman

GUESTS: Linda Hill, Meggen Bernstein, Krystyna Lupinski, Dave Sell and KREX.

The meeting was called to order at 3:20 p.m.

MINUTES OF SEPTEMBER 9, 1997: Bill Miears moved the minutes be approved as written, Jamee seconded, approved unanimously.

BOARD BUSINESS: The Chair reminded the Board that the November meeting will be held on November 4 instead of November 11, due to the fact that the Director and Director of Sales will be at the National Tour Association Annual Convention. Jamee Simons will contact the Mall or a downtown location for November's meeting.

The Chair will arrange the location for the December meeting. Following the meeting, there will be a Christmas gathering for Board members, staff and spouses.

The Chair informed the Board that the Dinosaur Diamond Scenic Byway MOU (memorandum of understanding) was put on the October 13, 1997 consent calendar for City Council. At Council Workshop, this item was taken off the agenda. Council felt that the VCB expertise should remain in marketing, not infrastructure, which the Board agreed upon. The Chair stressed that seeking a scenic byway designation does not support the mission statement of the VCB.

The Board directed staff to continue to attend the regional meetings. A VCB Board member will also attend the next meeting which will be held in Fruita. The Board agreed to participate at the same level, (time and resources) as 1997. Any additional time or resources requested will be reviewed on an as needed basis. The VCB would like to better understand the goals and mission of the Diamond, and would like to see stronger participation and leadership from the other communities and participants. The Board reaffirmed that the VCB director's time for the coming year is to be highly focused on the effort of building support for statewide marketing and promotion. The Board agreed with

Council that the ramifications of an MOU would put both the VCB and the City at an unknown risk.

1998 Chair/Vice Chair: Brad Higginbotham offered to Chair for 1998 and Dan Sharp volunteered to be Vice Chair, thus moving into the Chair position for 1999. Bill Miers will Vice Chair with Dan Sharp in 1999. Lon Carpenter moved to approve these positions and Brad Higginbotham seconded, approved unanimously.

The Chair suggested changing the Board meeting time from 3-5 p.m. to the morning hours, possibly 8-10 a.m. It was decided to wait until the new board members are appointed before making the change.

HILL & TASHIRO MARKETING AND ADVERTISING: Linda Hill unveiled the new look for the 1998 Visitor Guide. The new image for the brochure will focus on people and the activities they can enjoy.

John Fielder has been contacted for scenic shots to be included in the '98 brochure. Several of Mr Fielder's photographs were passed around. Also in place are 8 of the 9 models for the "Landscape of Adventure" photo shoot.

The State Vacation Guide: Vickie Shropshire will be soliciting the local area tourism partners for advertising in the State Vacation Guide. Linda Hill presented a few suggestions on attractions/activities for the current ad layout and the Board gave direction to promote the area's most popular attractions in the ads.

Newspaper: The selection of front range print ads was presented by Linda Hill to refresh everyone's memory.

The Salt Lake City market is being considered, especially regarding the Olympics in 2002. The Director of Sales will be attending a National Travel Exchange at the end of this month with 5 area partners. The market will be evaluated after this mission.

The meetings and travel directory ads were displayed. A 1/2 page ad probably will be purchased to secure 1/2 page of editorial space in Successful Meetings.

Jamee Simons inquired about including skiing in 1998 advertising. Linda Hill will review the creative and report back to the Board with recommendations.

The Christmas shopping package media schedule was circulated. Memos on the package have been sent to all lodging properties. Several properties requested that the promotion be extended to after the first of the year. The expiration date on the ads will be January 31, 1998 (excluding December 31, New Year's Eve). The media budget for this promotion will be slightly over budget for this year. Staff may need to ask the Board to use contingency money for this purpose and will make recommendations at the November

Board meeting. Lodging properties are invited to run ads complimentary to the Christmas package papers.

Meggen Bernstein reported on the cost per response for 1997 advertising. Concern was expressed regarding the cost per response for the Denver papers and that possibly we are getting lost in a sea of ads. Linda is not worried about this because it is more considered an awareness exercise. Individuals are looking for a quick get-a-way and we are consistently in the Sunday travel. Meggen reminded the Board that the Denver Post also goes to Utah, as well as throughout Colorado.

The television coverage for promos was also submitted by Meggen Bernstein. The cash value is still in the process of being analyzed.

License plates were surveyed at the Colorado Mountain Winefest this year. The number one county in attendance at the Winefest was El Paso County. It was mentioned that there was a soccer tournament that weekend and this could possibly have had an effect.

The Director informed the Board that Hill and Tashiro will maintain the same retainer in 1998 as we had with Tashiro Marketing in 1997.

ADR: Linda Hill suggested that once La Quinta is open, we should look at adding them to the ADR. Dan Sharp expressed an interest in tracking the ADR track by group (corporate and leisure) instead of one lump sum.

Uniform shirts with the new "Landscape of Adventure" logo are in process. There was a small complication due to the amount of stitches the logo required. Several adjustments have been made to lessen the cost and to make the appearance more clear.

STAFF REPORTS: International and in-state visits to the Visitor Center are up 31% and 24% respectively for the year. This positively reinforces the direction our marketing efforts have been going and should continue. Out of state visits are down 6%, and reflect the lack of statewide marketing.

The 800 number inquiries are up 29.2% year to date, lodging tax is up 4.7% year to date and internet users and accesses 126.2% and 1.6% respectively.

Visitor Center: The winter hours, 8:30 a.m. -5 p.m. have been in effect since the first of the month. Volunteers requested the shifts remain the same as the transition period; 8:30-11:30 a.m., 11:30-2 p.m. and 2-5 p.m. Due to the limited supply of volunteers, this is only possible for the weekdays. The volunteers are very happy with this change.

The banquet to honor our very special volunteers was held on Wednesday, September 17 at the Center for the Arts, in conjunction with the performance A is for Alice. Sixty-seven volunteers and their spouses attended.

Group Sales: The Denver Sales Mission is the week of October 20-23rd, with the reception being held on October 23rd at the very prestigious Adams Mark Hotel. Four hundred fifty calls were made with 80 appointments confirmed. Councilman Jack Scott, Bill Mears, Dan Sharp and Lon Carpenter will be representing our Board.

The City of Grand Junction has won the bid for the 1999 Zone Swim Meet. Approximately 2,500 people will attend/participate in this event. Staff is also working on a regional basketball tournament and the U.S. Navy Sea Chanters Concert, which the VCB and Two Rivers Convention Center will sponsor.

Information was unavailable for discussion on the banner program, therefore it is tabled until the November meeting.

NEW BUSINESS:

The VCB has received a mailing from the Colorado Travel & Tourism Authority regarding the 1998 Colorado Official State Vacation Guide's Calendar of Events. In the past, the VCB has mailed a listing of all the local events and the publication has chosen those it wishes to include. This year, there is a \$50 charge per event to be included (deadline is November 7, 1997). The Board directed staff to mail copies of this memo to the individual events and leave the decision up to the event. It was also suggested that the VCB could list themselves a few times and publish the VCB 800 number to call for area event information.

The Colorado Mountain Winefest and the Celtic Festival both did very well this year in attendance. The Celtic Festival, which has been the same weekend as the Wine Festival, has decided to move their event to the following weekend, which is the Fruita Fall Festival.

Brad Higginbotham moved the meeting adjourn, Bill Mears seconded; approved unanimously. There be no further business, the meeting was adjourned at 5:20 p.m.