

GRAND JUNCTION VISITOR & CONVENTION BUREAU  
MINUTES OF THE BOARD OF DIRECTORS MEETING  
NOVEMBER 4, 1997

PRESIDING: Karen Berryman, Chair

MEMBERS PRESENT: Bill Miers, Dan Sharp, Jamee Simons, Jack Scott

MEMBERS ABSENT: Ken Smith, Brad Higginbotham, Lon Carpenter, Sabrina Bebb-Jones

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

GUESTS: Linda Hill, Meggen Bernstein, Mark Relph, Kirk McNeil, Christy Jobe

The meeting was called to order at 3:25 pm.

MINUTES OF OCTOBER 14, 1997: Dan Sharp moved the minutes be approved as written, Jamee Simons seconded; approved unanimously.

BOARD BUSINESS: Special Events - The application deadline was November 4; a workshop to review the applications will be held at the VCB office Thursday, November 20 from 3:00 - 5:00 pm.

Dan reported that the Tour of the Vineyards was very successful; ridership doubled to 505, with many from the Front Range. The Grand Vista was a sponsor and sold over 1/2 their rooms to event participants. The event raised \$3,000 for the Holy Family Foundation.

Banner Program - Mark Relph gave a brief history of the banner program. Two years ago, City Council approved funds for the Public Works department to install brackets on street light poles; each entity wishing to use these would pay for their individual banners. The Public Works budget has sufficient funds for city crews to change the banners 4 times per year. Brackets have been installed along Horizon Drive, Grand Avenue and North Avenue; \$7,000 is available for additional hardware and there would need to be discussions of which corridors to expand into. Council set up this program to be for non-profit or City sponsored events. The first banners were installed this year, promoting the Grand Junction Symphony; no feedback has been received from the Symphony on whether this program was successful.

No methodology has yet been established to notify events/groups of the availability of this program. The Board discussed the possibility of notification through the Special Events application process; this may be discussed in 1998 during the annual Special Event policy review process. If the Board considers printing generic "Welcome to Grand Junction" banners, staff will request Mark Relph's input on specifics such as size of letters. Staff is directed to contact other cities (e.g., Durango, Steamboat Springs, Delta, Montrose) to find out how their programs are administered, how events are selected, and the cost.

HILL & TASHIRO MARKETING and ADVERTISING: Linda Hill distributed the 3rd quarter Occupancy/ADR Study. Occupancy was up slightly in June and down in both August and September. ADR increased each month of the quarter except July. Dan believes the VCB should be OK on total

lodging tax collections for the year. Dan also feels the VCB can't back off advertising efforts to the transient market, especially in the summer, because it is mostly transient business that is down this year.

Photography for the new campaign is complete and the Board viewed some of the new slides. Copies of the OSVG and travel directory ads were distributed. The Christmas Shopping ad will begin running within the next few days and the promotion is also on the Internet. Linda and the Director met before this meeting to discuss the 1998 budget and Marketing Plan.

Linda is trying to schedule Tucker Hart Adams to attend the January 13, 1998 Board meeting to give a preliminary report on the economic impact study.

**STAFF REPORTS:** Lodging tax collections for September were very strong (+16.8%) and are up 6.2% for the year. The Visitor Center is down for the year; staff believes this is due to the substantial decrease in out-of-state visitors and the fact that in-state visitors feel they are familiar with the area and don't need to stop at the Center.

**Group Sales:** Barb Bowman reported that the 4th annual Denver Sales Mission was very successful. In 1994, we made 50 sales calls, sent out 300 invitations and hosted 42 people at the reception. In 1997, the 6 teams made 78 calls, 600 invitations were mailed and 150 people attended the reception. Bill Miears said it was a very successful trip and would like to see us go to Denver more often, perhaps once a quarter.

Grand Junction partners also traveled to Salt Lake City on Amtrak for a travel agent show and distributed 250 packets. The partners were pleased with this first trip and want to go back into this market.

**OTHER BUSINESS:** The MCEDC annual meeting is Monday, November 17; the guest speaker will be the Vail Valley Tourism Council vice president of marketing.

**Visitor Guides for Realtors:** In 1994, the Board approved a policy that allows realtors and other non-tourism businesses to receive a small number of the previous year's Visitor Guide, depending on available quantities. Staff requested additional guidance on how to respond to on-going requests for large quantities. The Chair noted that the VCB's mission is visitors, not relocation. Staff also pointed out that persons requesting relocation through the VCB office (either by phone or email) receive a Visitor Guide and requests are forwarded to the Chamber; those persons who pay for the Chamber's large relocation pack also receive a Visitor Guide. Realtors who are Chamber members can purchase the relocation request list, resulting in the potential for one caller to receive 3 Visitor Guides. The Board asked the Director to write a letter to the Board of realtors and attempt to schedule a meeting to work toward a resolution.

Bill Miears moved the meeting adjourn, Jamee Simons seconded; there being no further business, the meeting was adjourned at 5:15 pm.