

GRAND JUNCTION VISITOR & CONVENTION BUREAU  
BOARD OF DIRECTORS  
MINUTES OF MEETING  
APRIL 8, 1997

PRESIDING: Karen Berryman, Chair

MEMBERS PRESENT: Ken Smith, Lon Carpenter, Doug Gust, Dan Sharp, Jamee Simons, Sabrina Bebb-Jones

MEMBERS ABSENT: Ron Maupin, Brad Higginbotham, Bill Miers

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

GUESTS: Linda Hill

The meeting was called to order at 3:08 pm.

MINUTES OF FEBRUARY 11, 1997: Doug Gust moved the minutes be approved as written, Sabrina Bebb-Jones seconded; approved unanimously.

BOARD BUSINESS: Ride the Rockies - A few days ago, local race representatives contacted the Chair and requested Special Event funding for the Symphony to entertain the morning of the race launch. (Staff had discussed Special Events funds with the race organizers several months ago and advised them of the application process and deadlines.) The Chair reiterated funding application deadlines, and the race representatives decided to approach Council with their \$8,000 funding request at the April 7 workshop. Karen Berryman and Brad Higginbotham attended the workshop to provide any additional information Council may want about the Special Event funding process. The workshop recommendation is to approve a \$4,000 expenditure from Council's budget; the item will be voted on at tonight's Council meeting. The Board agrees with the Chair that this request falls outside the parameters of the Special Event funding policy. If Council directs additional funds be provided from the VCB budget, those monies will come from Contingency. The VCB will be providing a high level of hospitality services to the event.

Label Distribution - Norm Cook wrote a letter to the Director inquiring about distribution of mailing labels from the VCB's database as well as the cost of hospitality training. Dan Sharp suggested the Board solicit feedback from a number of properties before formulating a policy on label distribution.

This year's hospitality training will be conducted by Krista Rahe, Rahe Hospitality Services of Denver. This will be a half-day formal training session instead of the "Know Your Own Backyard" tours conducted in the past. This type of training is being offered in response to feedback from the lodging properties. Through negotiations, the VCB has brought the cost down to \$15 per person; this training is a value of \$120 per person. (The VCB will cover the training cost for hotel GM's who wish to attend.) Dan stated that, after getting details of the sessions that will be offered, he feels this is not hospitality training as much as product education. The 1997 budget does not include funds to cover the entire cost of this training. During the upcoming budget process, the Board can decide if they wish to budget for this type of training in 1998/99.

TASHIRO MARKETING & ADVERTISING: Linda Hill reviewed the summer Front Range newspaper schedule; additionally, Grand Junction will receive a free ad in the Ride the Rockies supplement. No ads are currently planned during July but that schedule can be adjusted as and if needed. The only ad planned for the Rocky Mountain News is in the Summer Events pull-out section. Linda presented the "From Water to Wine" ad, which the Board approved.

Tashiro researched TV advertising on the three Denver network affiliates; KCNC presented the best proposal with 102 spots. The VCB provides the spots and KCNC produces promos touting the events we specify. The promos begin May 15 or 16. Cable advertising (CNN, A&E, Discovery, ESPN) has also been researched as well as the NBC affiliate in Colorado Springs.

The VCB's website will be linked to the G-7 Summit through the Colorado Hotel Lodging Association.

DIRECTOR'S REPORT: Lodging tax collections for March were up 3.8%; February collections were adjusted to reflect some late payments. After adjustments, February collections were up 16.8% and the year-to-date increase is 9.2%. Increases in telephone inquiries and brochure mailings are positive reflections of the media plan. The Visitor Center saw a 26% increase in March.

Staff and the city Purchasing Agent have discussed possible schedules for issuing the agency RFQ/RFP. The Board asked that the Director and Purchasing Agent review initial responses and select 5 or 6 to present to the Board. Board members will then rate those agencies in order of preference to determine which will make formal presentations. The consensus of the Board is that presentations will be reviewed by the Board, City staff, and Council members who wish to participate.

Karen Berryman and Doug Gust will attend the Dinosaur Diamond meeting April 11 in Fruita.

The Board approved a letter to Bob Foster, Chair of the CTTA, expressing concerns about the lack of representation Grand Junction received in the OSVG.

Ron Lappi, Director of Administrative Services, will attend the May 13 Board meeting to discuss the City's 2-year budget process.

Approximately 1100 postcards will be mailed to our top clients/prospects commemorating the Dinosaur Stamp first day of issue. Ceremonies will be held at Dinosaur Valley May 1.

Dan Sharp moved the meeting adjourn, Doug Gust seconded; there being no further business, the meeting was adjourned at 5:15 pm.