

GRAND JUNCTION VISITOR & CONVENTION BUREAU  
MINUTES OF THE BOARD OF DIRECTORS MEETING  
JULY 15, 1997

MEMBERS PRESENT: Jack Scott, Sabrina Bebb-Jones, Brad Higginbotham, Bill Mears, Lon Carpenter, Dan Sharp, Jamee Simons, Ken Smith, Karen Berryman

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

GUESTS: Linda Hill

The meeting was called to order by Chair pro-tem Bill Mears at 3:08 pm.

MINUTES OF JUNE 10, 1997: Lon Carpenter moved the minutes be approved as written, Jack Scott seconded; approved unanimously.

BOARD BUSINESS: Special Events – The June 25 workshop discussion was recapped. The Riverfront Run/Walk and Parade of Lights are seen as local events with limited appeal to out-of-town visitors; Powderhorn Jazz Festival has no confirmed corporate sponsorships. Funding for the Air Show is recommended at \$4,500 (out-of-area advertising only) and the Grand Mesa Indoor Classic at \$1,300 (out-of-area advertising and administrative fees). These awards would bring 1997 total funding to \$18,250 (Grand Mesa Fire Classic declined the \$2,500 previously awarded), leaving a balance of \$6,750.

Members present at the workshop suggested moving those unexpended funds to direct advertising, promoting the Air Show, Peach Festival and Winefest. Newspaper ads would be regional (eastern Utah and western Colorado) with less emphasis in the Denver papers, and would be supplemented by a press release on the peach crop. TV promotions would be re-directed to promote the Air Show and Winefest. Linda Hill distributed proposed media schedules that would accomplish the event marketing discussed; the Denver Post ad schedule can be revised to promote these events also. The Board directed that \$6,750 be transferred from Special Events to advertising, and that Tashiro proceed with special events ads as discussed.

Lon Carpenter made a motion to award Special Events funding as follows:

\$4,500 - Air Show (for out-of-area advertising only)

\$1,300 - Grand Mesa Indoor Classic

Brad Higginbotham seconded, passed unanimously.

The Fruita Fat Tire Festival final report was received within the deadline. Participation increased by 50% over last year, and a majority of people stayed 3 nights.

(Karen Berryman arrived and chaired the balance of the meeting.)

The Board approved staff recommendations to revise Special Event application forms; the changes will better identify the sponsoring organization and non-profit status. Applicants will provide the signed funding Agreement with supporting documentation (certificates of insurance or insurance binders) with

the application, rather than after funds have been awarded. This administrative change should ensure that funds are disbursed as early as possible to maximize the effectiveness of event advertising.

**TASHIRO MARKETING & ADVERTISING:** Linda Hill showed the new video, noting that some minor editing still needs to be done. The final version will be completed in the very near future.

**Economic Impact Study:** The Director, Tucker Hart-Adams and Tim Hatton of Mesa State College discussed the availability of students to conduct intercept surveys at various locations to be selected by Dr. Adams. Surveys will be done in late July-early August and again in September; our goal is completion of the final report in February. Surveyors will be paid from the VCB's contract labor budget.

All data has not been received for the second quarter ADR/Occupancy study.

**STAFF REPORTS:** Lodging tax receipts are up 7% YTD; early reports of a decrease for the month were due to late transfers in the city accounting system.

The Director reviewed year-to-date expenditures.

Ken Smith and the Director will meet with Sam Suplizio to discuss future JUCO promotions. The Board directed that 1997 budget revisions include purchasing a new phone system, utilizing unspent JUCO funds.

Tashiro and an agency from Boulder responded to the agency RFP. Three Denver agencies called to say that, because the Board is not dissatisfied with Tashiro, they would not respond because of the tremendous investment required for a presentation. Jack Scott will advise Council of the presentation date (August 5) and ask what time of day would be convenient for them to attend. The Grand Vista will host the presentation.

**Visitor Center:** We are having difficulty recruiting new volunteers as we "compete" with more federal and state agencies that also rely on volunteers. Evening and weekend shifts are the hardest to staff.

Staff is exploring the possibility of getting used Tvs from hotels (guest rooms) and setting them up in various high traffic locations (e.g., airport, chamber, Monument visitor center, Mesa Mall, DDA) to run the VCB's video. Staff will update the Board as more information is available.

**OTHER BUSINESS:** The City and County have asked the VCB to reconvene its Signage Committee to address continuing concerns about interstate signage. The governing bodies and the Department of Transportation have all indicated that city-wide representation is critical to this issue. Jamee Simons volunteered to represent the VCB Board; Ken Smith will convey this information to the Chamber; Bill Mears will represent the Horizon Drive area. Representatives will be needed from downtown and Mesa Mall and possibly other areas.

Jamee Simons moved the meeting adjourn, Lon Carpenter seconded; there being no further business, the meeting was adjourned at 5:10 pm.