

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE BOARD OF DIRECTORS MEETING
AUGUST 12, 1997

PRESIDING: Karen Berryman, Chair

MEMBERS PRESENT: Jack Scott, Sabrina Bebb-Jones, Bill Mears, Dan Sharp, Jamee Simons, Ken Smith

MEMBERS ABSENT: Brad Higginbotham, Lon Carpenter

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

GUESTS: Linda Hill

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

Scott Fasken, Manager of Intermountain Veterans Memorial Park, told the Board that the facility derives a lot of benefit from the VCB. IVMP receives many good contacts from the VCB and referrals from the Visitor Center, especially during the County Fair, are excellent. IVMP is hosting more diverse activities than in the past and has increased stall rental revenues as a result spill-over from Rim Rock Adventures' weekly rodeo.

MINUTES OF JULY 15, 1997: Bill Mears moved the minutes be approved as written, Sabrina Bebb-Jones seconded; approved unanimously.

BOARD BUSINESS: Board Vacancy - Council could not schedule interviews until October. The Board agrees with Council that it would be better to conduct interviews for the three seats that expire in December at the same time as the current vacancy. If interviews are scheduled in November, new members could be appointed in time for the January 1998 meeting. Any current member who would like to be considered for another term should send a letter to the City Clerk indicating his/her interest.

Agency Presentation Follow-up - Tashiro recommends the new campaign be launched for 1998. The new campaign will not erode advertising dollars; all will be done within the established budget. VCB staff is provided with a monthly budget recap and the YTD figures will be forwarded as soon as they are finalized. Tashiro's annual expenditures have been under budget many times in the past; if that holds true for this year, we may be able to begin the 1998 campaign in 30-60 days.

The media allocation will remain the same (55% national, 45% in-state) continuing the goals of increasing 800 calls and increasing length of stay. Media is devoted almost exclusively to the leisure market with little emphasis placed on meetings publications. The Front Range meetings market has much potential and direct mail, which has been very successful, will be continued.

Board members asked if we have saturated the Denver market and asked Linda to explore methods of moving into the Utah market. Linda stated that, historically, the Utah market has not been a major performer for Colorado. She will investigate the Salt Lake City market and develop a proposal for a

direct, measurable campaign in that area. Staff reported that AMTRAK is interested in attending a Salt Lake travel agent show with partners from Grand Junction and Glenwood Springs.

The Board discussed specific elements of the campaign:

- Approved the new tagline "A Landscape of Adventure"
- Approved the new logo, although some reservations were expressed about reducing the logo for small ads. Linda stated that the logo artwork will be refined and agreed small ads will not carry the logo if it doesn't reduce well.
- The rough cover of the Visitor Guide is not enough of a change; it needs to be bolder and more creative. Tashiro should look at integrating some of the "pop-up" people into the Visitor Guide. - Purchase of Jim Niehues' map is tabled. The purchase price of \$6,000 is for the map only; overlays and other uses (e.g., calendar, postcard, poster) will be additional costs. Linda is directed to get estimates on the various uses discussed.
- The Board asked Linda to prepare a detailed breakdown of Internet charges. Linda stated the 70-75 page site currently resides on Knightweb Technologies server in Ft. Collins. The server is "mirrored" in Kansas as a backup in case of downtime on the primary server. Different phone carriers are also used to avoid downtime. Knightweb was selected because they provide unlimited access and they are a server only; Tashiro uploads all files, rather than providing information on disk to a service to upload. Linda will contact Ruralnet to discuss their capabilities and costs.

Tashiro will begin developing the 1998 media and marketing plans first, then weave elements of the campaign into the plans.

DINOSAUR DIAMOND: Jack Scott attended the August 7 meeting in Vernal. Representatives of 13-14 cities and two Indian tribes were present. The Memorandum of Agreement is nearly complete and will be forwarded for signature in the near future; signing the MOA is not a financial commitment. Jack or another Councilmember will continue to attend Dinosaur Diamond meetings. The VCB Director will serve on the Marketing Committee. The group identified five projects they would like to complete:

1. Media kit
2. Dinosaur Diamond Passport
3. Revise/reprint rack cards
4. Maps
5. Brochures

A budget for the Dinosaur Diamond was not discussed in detail. Rather, the participating cities (Fruita, Grand Junction, Rangely/Dinosaur, Moab, Price, Vernal) will contribute equally to the cost of the projects they wish to collaborate on.

STAFF REPORTS: The Director reviewed the 1997 Revised and 1998-99 proposed budgets. Major capital expenses (e.g., roof, carpet) will need to be budgeted in the out-years; the \$2,000 annual maintenance budget has been sufficient for minor repairs and upgrades. Jamee Simons moved the budget be approved as presented, Bill Miears seconded; approved unanimously.

OTHER BUSINESS: Mike Heaston addressed the board regarding the Special Events Policy. He has been involved with Special Events since the first year the awards were available and views these sponsorships as a definite enhancement to the events that are funded. Mike requested the Board consider deleting the 3-year funding limit from the Policy. He suggested the Board could make a decision based on the merits of each application and whether an event has met the Policy criteria and

fulfilled the requirements instead of imposing a time limit on eligibility for funding. Karen Berryman reminded the Board that the intent of Special Events Funding is to foster new events and help get an event on its feet. Mike is aware of the original intent, but asked if the Board would revisit this requirement based on the 6-year funding history. No action was taken.

Jack Scott moved the meeting adjourn, Sabrina Bebb-Jones seconded; there being no further business, the meeting was adjourned at 5:30 pm.