

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE BOARD OF DIRECTORS MEETING
October 13, 1998

PRESIDING: Brad Higginbotham, Chair

MEMBERS PRESENT: Ken Smith, Robin Kleinschnitz, Lon Carpenter, Jamee Simons,

MEMBERS ABSENT: Bill Mears, Rich Nicholls, Peggy Page Dan Sharp

STAFF PRESENT: Debbie Kovalik, Irene Carlow

GUESTS: Linda Hill, Rick Adleman, Vi Sis, John Schneider, Yvonne Piquette, Doug Wright

The meeting was called to order at 3:10 pm.

MINUTES OF SEPTEMBER 8, 1998: Ken Smith moved the minutes be approved as written, Robin Kleinschnitz seconded; approved unanimously.

Vi Sis thanked the Board for funding the Fat Tire Festival as well as including the City of Fruita in the Denver Sales Mission. She suggested the VCB and Fruita explore possible marketing opportunities in conjunction with the 2002 Olympics in Salt Lake City. John Schneider played Fruita's promotional video; discussed planned commercial development, including Colorado Inns and Suites and the State park; and Dinosaur Diamond activities.

Rick Adleman reported that visitation to the Dinosaur Discovery Museum should be up slightly over 1997. Dinamation is trying to raise money to put in a "dig-it" pit, a simulated quarry, which would open June 1999. Mike Perry and Rich Helm will meet to discuss opportunities for Dinamation and the Museum of Western Colorado to work together. Dinamation is also working on a new facility similar to Dinosaur Discovery Museum in Grants, New Mexico; the targeted opening date is Spring 1999.

BOARD BUSINESS: Special Events – No final report has been received from the Desert Sun Half Iron. Robin Kleinschnitz faxed a reminder to Celtic Festival organizers to file their report in order to qualify for future funding.

Tuesday, November 3 is the deadline for 1999 Special Event funding applications, which will be forwarded to the Board with materials for the November 10 meeting. The Board will hold a workshop to review applications at 2:30 November 10, followed by the regular monthly meeting.

HILL & TASHIRO MARKETING AND ADVERTISING: Linda Hill presented the preliminary 1999 advertising plan and budget. She is recommending placing more emphasis on the group market. The 1999 Marketing Plan is in progress. After reviewing 1998 advertising responses and changes in consumer habits, a goal for the coming year -- for the first time -- will not be to increase inquiries. The leisure advertising budget will be redirected to better conform to consumers' demands and the way potential visitors access and gather information. The consensus of the Board is to decrease Denver newspaper ads, integrate the 1998 creative campaign on the website and continue to upgrade and improve the website.

A preliminary schedule for the Holiday Shopping Package ads was distributed; this will also be promoted on our website with a gift basket giveaway. Special rates will be offered through the end of January.

STAFF REPORTS: Lodging tax collections are up 7.5% YTD. Staff presented a budget recap and discussed proposed revisions to the 1998 budget.

A local individual who has an on-line coupon business has requested a link from the VCB site. Staff asked that the request be in written form to present to the Board for review. The Board reinforced the current policy that the VCB provides information to potential visitors, but does not allow commercial advertising.

NEW BUSINESS: The next meeting will be Tuesday, November 10 at the Ramada Inn.

Jamee Simons reported that attendees at the Confectioners' Convention were very pleased with Grand Junction. Jamee also thanked VCB staff for their assistance in making the convention a success.

Ken Smith moved the meeting adjourn, Jamee Simons seconded; there being no further business, the meeting was adjourned at 5:10 p.m.