

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE BOARD OF DIRECTORS MEETING
November 10, 1998

PRESIDING: Dan Sharp, Vice Chair

MEMBERS PRESENT: Ken Smith, Jamee Simons, Bill Mears, Rich Nicholls, Peggy Page

MEMBERS ABSENT: Robin Kleinschnitz, Lon Carpenter, Brad Higginbotham

STAFF PRESENT: Irene Carlow, Judy Shormann, Erin Chapman

GUESTS: Diana Saya, Meggen Bernstein

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

MINUTES OF OCTOBER 13, 1998: Ken Smith moved the minutes be approved as written, Bill Mears seconded; approved unanimously.

Diana Saya, General Manager of Ramada Inn, welcomed the Board and described the renovations and upgrades made to the property in the past year. Corporate business has increased since changing to the Ramada franchise and this winter additional rooms will be upgraded to "business class" to continue to appeal to the business traveler. Budget Rental Car has moved into the space once occupied by Thrifty Car Rental.

BOARD BUSINESS: Special Events – Tour of the Vineyards was a big success; 90% of the 715 riders were from out of town. The Rim Rock Run had the maximum 350 runners and had to close registration well in advance of the event. The race got excellent publicity in an 8-page article in Runners World, authored by one of the magazine's writers who participated in the 1997 event.

Applications for 1998 Special Event funding were reviewed and discussed during a workshop immediately preceding this meeting. The discussion reinforced the policy criteria of encouraging overnight stays by out-of-town visitors and use of funds only for marketing the event outside the Grand Junction area. Two event applications, Chipeta Girl Scout Council Mystery Dinner Theater and Dolphin Swim Team Zone 4 Championship Meet, did not meet the criteria. The following funding awards were recommended and approved unanimously to be presented to City Council:

Southwest Fest	\$ 3,000
Fruita Fat Tire Festival	4,000
Tour of the Vineyards	3,500
Celtic Festival	3,000
Grand Valley Gaited Horse Show	<u>2,000</u>
Total Funding Recommendation	\$15,500

HILL & TASHIRO MARKETING AND ADVERTISING: Meggen Bernstein presented a status report of the 1999 advertising plan, which should be finalized within the next few weeks. The plan

represents major changes; some funds may be diverted from the Denver area to Salt Lake City, depending upon results of research of the Salt Lake market.

The Holiday Shopping ads began November 5; the promotional lodging rates will run through the end of January. The campaign is highlighted on the website, also, where potential visitors can print out the coupon as well as register to win a gift basket.

STAFF REPORTS: October visits to the Visitor Center were up 6% over last year. New displays are in progress and should be completed in December. A notice advising of potential increased number of visitors was mailed to restaurants in the city limits a few days before the soccer and softball tournaments at the end of October. Staff has received positive feedback from restaurants that this "heads up" was really appreciated. The Sales Division has many leads pending for 2000 and 2001.

Two local businesses, a travel agency and a company offering coupons via the Internet, have requested links from the VCB website. The Board will discuss these requests, and the website policy in general, at the 1999 annual retreat. Staff is directed to prepare response letters.

NEW BUSINESS: The next meeting will be Tuesday, December 8 at the Adam's Mark Hotel.

The Vice Chair suggested that 1999 retreat planning begin at the December meeting with selection of a date and location, as well as identification of discussion items. The consensus is for a 1 ½ -2 day retreat outside Grand Junction; no facilitator is needed. Staff is directed to begin reviewing possible locations.

Rich Nicholls moved the meeting adjourn, Jamee Simons seconded; there being no further business, the meeting was adjourned at 4:40 p.m.