

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE BOARD OF DIRECTORS MEETING
DECEMBER 8, 1998

PRESIDING: Brad Higginbotham, Chair

MEMBERS PRESENT: Robin Kleinschnitz, Lon Carpenter, Bill Miears, Rich Nicholls, Peggy Page, Dan Sharp

MEMBERS ABSENT: Ken Smith, Jamee Simons

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

GUESTS: Linda Hill, Meggen Bernstein, Larry McDonald

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

MINUTES OF NOVEMBER 10, 1998: Rich Nicholls moved the minutes be approved as written, Dan Sharp seconded; approved unanimously.

Larry McDonald, General Manager of Adam's Mark, welcomed the Board. The Adam's Mark goal is to bring consistent, first-class service to Grand Junction and to be the premier property in Grand Junction. Adam's Mark properties are privately held and operated by HBE Corporation of St. Louis, not run by a third-party management company.

BOARD BUSINESS: Hill & Tashiro has a 3-year contract for advertising services, renewable annually. The Chair will entertain a motion to recommend that Council renew the current contract for the period January 1 – December 31, 1999; so moved by Lon Carpenter, seconded by Rich Nicholls, approved unanimously.

1999 Retreat: The consensus is to hold a 1 ½ day retreat out of town. Staff is directed to check availability and rates in Ouray and Glenwood Springs. Possible dates are: February 22-23; February 25-26; March 1-2. Dan Sharp reiterated his suggestion for a "brainstorming session" to identify 3-4 major items to discuss in depth at the retreat, rather than trying to cover a long list of topics in a limited time. Discussion items that have been suggested so far are:

Special Event Policy

Website

Services provided by the VCB

Staffing levels

The Director offered to contact Jim Clark, former Director of the Tampa/Hillsborough (Florida) CVB and previously with the Colorado Springs CVB, as retreat facilitator. Jim has many years' experience in the industry, is well-respected by his peers and is knowledgeable about industry issues and trends. The Board accepted this suggestion and the Director will contact Mr. Clark.

1999 Chair/Vice Chair: Rich Nicholls nominated Dan Sharp as Chair and Bill Miears as Vice Chair; Robin Kleinschnitz seconded, approved unanimously.

HILL & TASHIRO MARKETING AND ADVERTISING: Linda Hill presented notes from focus sessions with lodging properties and attractions. Both groups reported that their season is extending. Lead time for booking meetings has shortened dramatically, from 24-36 months to 12-18 months. Some of the new marketing opportunities participants identified are winemaker dinners, sports marketing, mountain bike packages. Lodges would support online central reservations, depending on the cost. The groups would like to see community improvements, including improved service and sales efforts at Two Rivers Convention Center. The VCB should continue the spring hospitality training for front-line employees.

The 1999 media plan was distributed; new national media have been added, replacing non-producing publications; ads will be coded to track the source of website hits. Denver newspaper ads have decreased and more emphasis will be placed on Salt Lake City.

STAFF REPORTS: Lodging tax collections are up 7% YTD. The Sales Division has run the second of a series of ads thanking local individuals for bring group business to Grand Junction. Dennis Teeters, School District 51, was showcased for his efforts in bring the women's softball tournament to the Valley. Barb Bowman attended World Travel Market in London; 187 trade contacts were developed from this travel agent show. The Colorado delegation is very optimistic about increased business from the UK market as a result of British Airways' direct flights to DIA.

NEW BUSINESS: The Chair thanked Lon Carpenter for 6 years of service on the VCB Board. Brad Higginbotham was thanked by the Board for serving as 1998 Chair.

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