

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

PRESIDING: Brad Higginbotham, Chair

MEMBERS PRESENT: Bill Miears, Lon Carpenter, Ken Smith, Dan Sharp, Jamee Simons, Rich Nicholls, Robin Kleinschnitz

MEMBERS ABSENT: Jack Scott

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

GUESTS: Linda Hill, Dr. Tucker Hart Adams

The meeting was called to order at 11:45 am.

ECONOMIC IMPACT STUDY: The Chair introduced Dr. Tucker Hart Adams, who presented an overview of her work to date on the economic impact study. Economic impact studies are done to identify what brings new dollars into a community. This particular study is being conducted to measure the impact of the tourism industry on the Grand Valley economy. (State-wide, manufacturing is the #1 industry; tourism is #2, contributing almost 2 times as much as agriculture.) Primary (baseline) data was collected during the summer tourism season, May-September; winter data could be collected in the future if the VCB so desires.

For purposes of this study, a tourist is defined as someone who is (1) more than 100 miles from home or (2) spending the night in Grand Junction. The Grand Valley has several types of tourists: leisure travelers; business travelers; regional medical center users; visitors to Mesa State College (relatives and friends of students, but not the students themselves). Intercept surveys were conducted at several locations throughout the Grand Valley; license plate surveys were done at selected events; personal interviews were conducted with individuals involved in Grand Valley tourism.

Standard RIMS multipliers will be used to determine how a dollar flows through the local economy, whether through direct spending or induced spending. This study is expected to understate, rather than overstate, the economic impact. The study will also show how Grand Junction compares with other communities in Colorado. As a regional business, shopping and medical center, Grand Junction is probably comparable to Colorado Springs, Pueblo or Durango.

All intercept surveys and personal interviews have been completed, and data has been compiled and entered into a computer database. Dr. Adams' analysis of the data is in progress and she is moving toward conclusions. A draft of the report will be sent to the VCB sometime in March; the final report will be available in April. Dr. Adams will formally present results of the study at a VCB-sponsored breakfast Tuesday, May 5.

MINUTES OF DECEMBER 9, 1997: Lon Carpenter moved the minutes be approved as written, Rich Nicholls seconded; approved unanimously.

BOARD BUSINESS: The annual retreat will be held at Los Altos Bed & Breakfast Tuesday, March 10. Powderhorn Ski Resort will host the Board's February 10 meeting; because of the location, the meeting time will be changed to 2:00 - 4:00 pm.

1998 special event liaison assignments are as follows:

- Dan Sharp - Tour of the Vineyards (September 19)
- Rich Nicholls - Fruita Fat Tire Festival (April 23-25)
- Jamee Simons - Paint Horse Show (June 5-8)
- Lon Carpenter - Desert Sun Half Iron (July 19)
- Bill Miers - Rim Rock Run (November 14)
- Ken Smith - Grand River Indian Artists Gathering (May 15-17)
- Brad Higginbotham - South West Fest (April 18)
- Robin Kleinschnitz - Celtic Festival (September 26)
- Bill Miers - Power Cruise (May 9)

HILL & TASHIRO MARKETING AND ADVERTISING: Linda Hill distributed copies of the 1998 media plan and presented the travel directory and meeting/convention ads. Grand Junction will be featured on the cover of Colorado Parent summer issue. The website is being updated to match copy in the 1998 Visitor Guide. The 1998 Marketing Plan will be distributed at the February meeting.

STAFF REPORTS: 1997 lodging tax collections increased 5.5% over 1996 (.5% under budget). The Group Sales Division hosted 25 educational tours in 1997. The quarterly coffee with meetings properties will be January 22, 3:00 pm at the Hilton. Staff met with John Leane concerning a proposed multiple event sports festival that would be held July 16-19 at Canyon View Park.

Lon Carpenter moved the meeting adjourn, Jamee Simons seconded; there being no further business, the meeting was adjourned at 1:50 pm.