

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE BOARD OF DIRECTORS MEETING
FEBRUARY 10, 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, Erin Chapman, Judy Shormann

The meeting was called to order at 7:40 am.

MINUTES OF JANUARY 13, 1998: Lon Carpenter moved the minutes be approved as written, Ken Smith seconded; approved unanimously.

BOARD BUSINESS: Board Retreat - The retreat will be held at Los Altos Bed & Breakfast Tuesday, March 10 from 8:30 - 5:00 pm, followed by dinner at Pinon Grill. The consensus is that a facilitator is not necessary; a professional facilitator is planned (and budgeted) for 1999.

Dan Sharp and Lon Carpenter will attend the Denver Travel Festival February 20-22.

Special Events - Bill Miears reported that the Rim Rock Run final report was filed within the deadline and funds were spent appropriately (brochures, posters, advertising). The event drew 324 participants, 75% of whom were out from out of the valley. Approximately \$22,000 in economic impact was generated. The group's goal is to register 400 people for the 1998 Run.

The Chair reported on The Indoor Soccer Classic. This was a well-run event that drew teams from Montrose, Snowmass and Basalt, but 70% of the participants were local. A similar event in Boulder the same weekend accounted for the lack of Front Range participants. Organizers plan to focus on attracting teams from eastern Utah and the Four Corners for the 1999 event. The Chair will ask the organizers for clarification on advertising expenditures for the event. The Board will work toward stronger communications with events concerning appropriate uses of Special Events Funds.

DIA Joint Market Analysis/Air Service Task Force - DIA will conduct a study of the potential of air service from smaller communities in Colorado to DIA. Total cost of the study will be approximately \$20,000. Grand Junction has been asked to contribute \$5,000 -- \$1,000 each from the Chamber, MCEDC, Walker Field, City/VCB and County. DIA is seeing leakage to Salt Lake City from Albuquerque as well as parts of Colorado. This study could be a catalyst to impact air service to Grand Junction; a possible outcome could be lessening the impact of landing fees at DIA. The Chair feels the VCB needs to participate but cautions that miracles should not be expected. Consensus of the Board is that participating in this study complements and accomplishes the VCB's mission statement. Lon Carpenter moved that the VCB contribute \$1,000 toward the cost of the study and that the funds be taken from Contingency; Jamee Simons seconded; approved unanimously.

STAFF REPORTS: The 1998 Official Visitor Guide was distributed and the Board is very pleased with the brochure. Copies of the Official State Vacation Guide and Colorado Parent ads were also distributed.

Visitor Center: Visitation was up 20% in January. Volunteer recruitment continues; 4 new volunteers joined the staff in January.

Sales: Barb Bowman is attending the Rocky Mountain Symposium in Grand Canyon; 52 appointments are scheduled. The Grand Circle media fam will arrive mid-day February 27 and depart February 28. Board members are invited to join the tour from Noon - 4:30. The Grand Vista, Hilton and Holiday will cater a dinner at Grande River Vineyards and John Lowey will pour area wines.

The US Navy Sea Chanters choral group will perform at Fruita Monument High School Wednesday, March. Admission is free. Staff has spent a great deal of time assisting this group through the planning stage; a site inspection was conducted last month. The VCB will also help with public relations and ticket distribution as well as greeting/ushering at the concert.

Colorado Ski Country will host their annual media reception at Grande River Vineyards February 19 from 6:30 - 8:30 pm. Board members who would like to attend should call the office and staff will RSVP to Ski Country.

Powderhorn Ski Resort would like to host the VCB and has suggested the following possible dates: February 26 or 28, or March 5 or 7. The consensus is for March 5; staff will relay that date to Kathy Dirks.

NEW BUSINESS: The VCB has been asked to reconvene the Tourism Directional Signage Committee. Dan Sharp will ask the Horizon Drive Association for a representative; Bill Miers will contact the DDA; the Director will contact the Peachtree Inn, Chamber and Mall.

Ken Smith moved the meeting adjourn, Dan Sharp seconded; there being no further business, the meeting was adjourned at 1:50 pm.