

GRAND JUNCTION VISITOR & CONVENTION BUREAU  
MINUTES OF THE BOARD OF DIRECTORS MEETING  
APRIL 14, 1998

PRESIDING: Brad Higginbotham, Chair

MEMBERS PRESENT: Lon Carpenter, Robin Kleinschnitz, Peggy Page

MEMBERS ABSENT: Jack Scott, Bill Mears, Ken Smith, Dan Sharp, Jamee Simons, Rich Nicholls

STAFF PRESENT: Debbie Kovalik, Irene Carlow, Judy Shormann, Barb Bowman

GUESTS: Linda Hill, Meggen Bernstein, Karen Hayashi, Barbara Creasman, Rich Helm

A quorum was not present.

DISCUSSION ITEMS:

HILL & TASHIRO MARKETING AND ADVERTISING: Linda Hill distributed copies of the 1997 year-end Occupancy/ADR Study and discussed continuation of the study for 1998. La Quinta Inns & Suites will participate in the study; HTMA staff met with all but one of the participating properties; HTMA will try to get occupancy figures broken out by group and leisure beginning with the 2nd quarter. 1997 occupancy was down from 1996 but rates went up; this is a trend that all of the western slope (with the exception of Vail/Beaver Creek) is seeing. Meetings/convention business on the Front Range is offsetting the decline in leisure business.

Linda displayed the creative for the newspaper campaign which begins May 10. KCNC Channel 4 has again presented the best proposal; KCNC will produce promotional spots and run them at no charge. Commercials will also run in Colorado Springs and in selected cable markets.

Telephone inquiries are down significantly. USA Weekend mis-printed the toll-free phone number, resulting in a significant decrease in inquiries; the magazine will run a makeup ad in May. HTMA is in the process of contacting the publications that are showing decreases to inquire about the level of overall reader responses. HTMA will also contact other Colorado destinations to discuss the level of advertising responses for the first quarter.

Internet usage is up 33%; this increase could be signaling a shift in consumers' use of the Internet and how they access information. The VCB has a budget for Internet links and HTMA is investigating various meeting/convention sites for possible links. The meetings section of the VCB website is being expanded in response to requests from meeting planners.

TWO RIVERS CONVENTION CENTER: The Chair reported that the Two Rivers study will be done in two phases:

1. Look at the existing market and how TRCC plays into that market
2. Consider an events/convention center

Half-way through Phase 1, the consultant will be able to advise Council if Phase 2 needs to be completed.

**ECONOMIC IMPACT STUDY:** The Board provided staff with a list of individuals to invite to the reception Monday May 4; the Director will send a personal letter of invitation.

**DOWNTOWN DEVELOPMENT AUTHORITY:** Karen Hayashi and Barbara Creasman updated the Board on the DDA's activities.

**DOWNTOWN ASSOCIATION:** Rich Helm discussed DTA's plans for the coming year and asked for suggestions on additional ways downtown businesses and the VCB can work together to better serve visitors.