

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE BOARD OF DIRECTORS MEETING
AUGUST 11, 1998

PRESIDING: Brad Higginbotham, Chair

MEMBERS PRESENT: Ken Smith, Rich Nicholls, Jamee Simons, Bill Miers

MEMBERS ABSENT: Dan Sharp, Robin Kleinschnitz, Lon Carpenter, Peggy Page

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

GUESTS: Meggen Bernstein, Catherine Robertson

The meeting was called to order at 3:09 pm.

MINUTES OF JULY 14, 1998: Jamee Simons moved the minutes be approved as written, Ken Smith seconded; approved unanimously.

Catherine Robertson displayed copies of publications produced by the BLM and the Natural Resources & Tourism Council and discussed the BLM's current and future projects. A decision document/management plan for Ruby Canyon/Black Ridge will be produced in 1999; kiosks and maps will be produced for the Loop trails; access (including non-motorized) to the Gunnison River will be improved; \$1 million is allocated for acquisition in the Grand Mesa Slopes area. Challenges for the future include major growth impact of and from mountain biking, including unauthorized trails; increased use in upstream areas of the Gunnison; motorized and non-motorized use of the Gunnison.

BOARD BUSINESS: Special Events - The final report on MOPARS Power Cruise was submitted on time; it was a well-run event and the funds were spent appropriately. Hot Rod Magazine also provided publicity for the tour. Event organizers returned \$223 in unspent advertising funds. The Rim Rock Run has received a permit from the Monument. The final report of the Grand River Indian Artists Gathering was submitted on time. While attendance figures were lower than last year, the artists liked holding the event at Two Rivers Convention Center and are committed to return. The Museum expressed appreciation for the three years of start-up funds and will continue the event. The Paint Horse Show organizers have not submitted the final report, which was due July 31.

The Board approved staff's draft form to be completed by anyone requesting use of VCB promotional materials. Staff is directed to develop a policy to distribute with the form.

HILL & TASHIRO MARKETING AND ADVERTISING: Meggen Bernstein distributed copies of the new Adventure Guide, the KCNC promotion schedule, and copies of the Peach, Winefest and Celtic Festival ads. The August 4 peach give-away in downtown Denver was very successful; we received excellent coverage on TV, radio and in newspapers. Seven travel writers are confirmed for a fam trip arriving September 14. The Los Angeles Times will run a story on the Colorado wine industry August 16; the Rocky Mountain News will run a peach story August 19.

Meggen confirmed the interstate radio station listening area standard is 2.5 mi. radius, although the vendor believes the minimum area is probably 5 miles. Board members expressed concern that this

project is not viable and would not be a good use of VCB funds. The view was expressed that most travelers listen to tapes, not local radio stations. At highway speeds, there would also be a very short time to react between reading a sign about the station, tuning in, hearing the message and exiting the interstate.

STAFF REPORTS: Lodging tax collections are up 5% YTD and City sales tax receipts are up 10.6%. The Board requested a quarterly report of Visitor Center statistics showing in-state, out-of-state, and international visitors. The VCB will host a reception at the Visitor Center Monday, September 14 for the travel writer fam participants. The consultant's preliminary study of Two Rivers Convention Center will be presented to Council Monday, September 17. Club 20 was the source of a sales lead for the Adventure Travel Society for their convention in the year 2000; attendance is expected to be 650-700 people for 3-4 days.

The Director and Barb Bowman will join Colorado travel partners at DIA on September 1 to greet guests on British Airways' inaugural flight from London. The VCB's video is one of several that will be played during the flight.

Barb Bowman discussed the tiered pricing that the Denver Sales Mission partners agreed upon. Powderhorn requested a lower participation fee, but some of the lodging properties disagreed. The Board supported the tiered pricing set by the Sales Mission partners.

NEW BUSINESS: The next meeting will be Tuesday, September 8 at Palisade Community Center.

Ken Smith moved the meeting adjourn, Jamee Simons seconded; there being no further business, the meeting was adjourned at 5:15 p.m.