

GRAND JUNCTION VISITOR & CONVENTION BUREAU  
MINUTES OF THE BOARD OF DIRECTORS MEETING  
November 9, 1999

PRESIDING: Dan Sharp, Chair

MEMBERS PRESENT: Bill Miers, Ken Smith, Brad Higginbotham, Alan Friedman, Robin Kleinschnitz, Wade Haerle

MEMBERS ABSENT: Jamee Simons, Don Teets

STAFF PRESENT: Debbie Kovalik, Irene Carlow, Judy Shormann

GUESTS: Linda Hill

The meeting was called to order at 3:30 p.m.

MINUTES OF OCTOBER 12, 1999: Brad Higginbotham moved the minutes be approved as corrected, Ken Smith seconded; approved unanimously.

BOARD BUSINESS: A total of eight applications were received for Special Event funding for next year; those were reviewed and funding levels discussed at a workshop immediately preceding this meeting. The Grand Valley Gaited Horse Equi-Fest application was not considered because the final report of the 1999 Special Events award was not submitted to the VCB within 60 days of the event, as required by the Policy. Alan Friedman moved to fund the following events:

Kokopelli Trail Pursuit Adventure Race	\$2,000
Chet Peach Ride, Race & Roast	2,350
Mega Rally (Sierracade)	2,000
Celtic Festival & Highland Games	3,000
Valley Pride Festival 2000	5,000

Brad Higginbotham seconded, passed unanimously. These recommendations will be presented for Council approval at the November 17 meeting. Staff is directed to send letters to each of the applicants, with the exception of the Riverfront Commission, advising of the Board's decision. Bill Miers will contact Judy Kennedy and relay the Board's interest in funding "Bluegrass on the River" had this event not been scheduled the same weekend as Country Jam.

Final reports were received from Tour of the Vineyards, Valley Pride Festival and the Celtic Festival; all Special Event funds were spent appropriately.

The Director advised the Board that only one application for a Board position has been submitted to the City Clerk. The application deadline is November 30.

The Chair and Vice Chair, serving as the nominating committee, talked with individual Board members about the position of Vice Chair for 2000. Wade Haerle accepted the nomination as Vice Chair. The Chair reiterated the succession policy established in 1995, that the sitting Vice Chair serve as the Chair for the next year. Alan Friedman moved, Brad Higginbotham seconded, that Wade Haerle serve as Vice Chair in 2000, approved unanimously.

HILL LAND TASHIRO MARKETING & ADVERTISING: Linda Hill displayed a final copy of the Holiday Shopping ad that is currently running in western Colorado/eastern Utah. This promotion will also be on the website with a direct link from our home page to the lodging coupon. Newspaper ads will be supplemented with radio spots. New Year's Eve and post-holiday shopping ads are not final yet. The New Year's Eve promotion will not run in all the same markets as the shopping ads but will target closer communities.

Advertising plan recommendations for 2000 are in progress. The schedule will reflect travelers' shortened lead times; national ads will run in March-April instead of February-March.

Mock-ups were shown of the meeting planner lure piece and the VCB poster.

STAFF REPORTS: Lodging tax decreases are attributed to erosion of average daily rate. September's business was heavily weighted toward group and motorcoach rather than FIT. International visitation to the Visitor Center is up 9% YTD but domestic visitors have declined, a continued reflection of the loss of Colorado's market share. We are optimistic that the statewide advertising campaign will begin to recapture some of the leisure travel market for the state; we anticipate an increase in media attention as well.

The summer 2000 advertising contract was awarded to PRACO of Colorado Springs. PRACO representatives will travel to several destinations throughout the state to unveil the summer campaign. The Grand Junction presentation will be from 1:30 – 3:00 Tuesday, November 30, at the MCEDC conference room.

Barbara Bowman and Erin Chapman are attending the National Tour Association Annual Convention in Nashville, Tennessee. We have more pre-scheduled appointments this year than any previous NTA.

The 2000 Visitor Guide is in production, with an anticipated delivery date of January 31. Staff is recommending the following revisions:

- *Wineries* Add St. Kathryn Cellars and Two Rivers Winery
- *Kid Stuff* Delete Laser Storm (out of business). The Director wrote to the owners of Fun Junction and asked if the amusement park will be open for business next year. A written response was requested by November 17.
- *Calendar of Events* Add the date of each event; delete sponsor name to give more space to this layout change. Continue to include JUCO, but delete sports tournaments (June, July, August) because of lack of inquiries from callers. Change additional information paragraph to direct people to the VCB's website.
- *Map* Add "To Dinosaur National Monument, 134 miles"; add winery number designation on the Redlands to indicate location of Two Rivers Winery; change directional indicator to Delta to read "To Black Canyon of the Gunnison National Park, 75 miles."

Ken Smith moved that the recommendations be approved as presented and that the Director be authorized to make a decision on inclusion of Fun Junction Amusement Park, in order to meet production deadlines; Brad Higginbotham seconded, passed unanimously. The consensus of the Board is to continue directing visitors to the VCB's website and links to area tourism partners,

rather than include individual businesses' web address. This will also eliminate the need to redesign the lodging grid layout to accommodate hotels' web addresses.

NEW BUSINESS: The December 14 meeting will be held at the Grand Vista Hotel; the VCB will host a reception immediately following. Invitations will be mailed November 30 to lodging properties and tourism partners who have contributed to fairs and other promotional programs during the year.

Bill Mears moved the meeting adjourn, Ken Smith seconded; there being no further business, the meeting was adjourned.