

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

PRESIDING: Dan Sharp, Chair

MEMBERS PRESENT: Brad Higginbotham, Robin Kleinschnitz, Bill Mears, Rich Nicholls, Alan Friedman, Wade Haerle, Don Teets

MEMBERS ABSENT: Jamee Simons, Ken Smith

STAFF PRESENT: Debbie Kovalik, Irene Carlow

GUESTS: Linda Hill, Meggen Bernstein, Dan Patton

The meeting was called to order at 3:08 pm.

MINUTES OF JANUARY 12, 1999: Brad Higginbotham moved the minutes be approved as written, Alan Friedman seconded; approved unanimously.

Dan Patton, Director of the Western Colorado Center for the Arts, welcomed the Board and provided an update on the Art Center's activities. He distributed a schedule of exhibits and events and discussed plans for a wine and beer fest. One of his goals as Director is to identify new supporters and expand membership.

BOARD BUSINESS: New Board Members: The Chair welcomed Wade Haerle as a newly-appointed Board member and Don Teets as the Chamber of Commerce's representative for 1999.

Annual Retreat: The retreat will be held in Glenwood Springs February 22-23. A preliminary agenda was distributed and action plans developed at the 1998 retreat were reviewed. Also distributed were a history of Special Event funding awards and copies of existing policies.

1999 Marketing Plan: Bound copies will be sent to the Board before the retreat. This year's goals focus on services and conversion ratio. Staff recommends that a conversion study be conducted every other year for the next 5 years.

HILL & TASHIRO MARKETING AND ADVERTISING: ADR data is still slow to come in from the survey properties; some of the difficulty may result from asking hotels to report leisure and group business separately.

Many of our national magazine ads will appear in March; the website address in each ad will be coded to track Internet responses by publication. We are in the process of updating the website to incorporate the creative campaign unveiled in 1998 as well as to include revisions to the 1999 Visitor Guide. Banner ads on selected search engines/sites are estimated at \$3,000 which is less than newspaper and/or TV advertising per impression. Advertisers are charged by the number of impressions. We list the keyword searches that would bring up our ad and the banner would remain on that search list until the number of impressions we specify has been reached. The consensus of the Board is to dedicate

additional advertising funds to Internet promotions; HTMA is directed to shift \$5,000 from other advertising areas to the Internet.

**STAFF REPORTS:** The Director reported on the International Symposium held in Crested Butte January 23-26; Grand Junction hosted several Latin American and European tour operators for a fam the weekend of January 30-31. Results of a Restaurant Survey commissioned by the VCB were discussed and a synopsis was distributed. A press release about the survey will be issued.

**NEW BUSINESS:** Bill Mears reported that the Air Service Task Force would like to meet with Frontier Airlines representatives concerning possible jet service into Walker Field.

Alan Friedman moved the meeting adjourn, Rich Nicholls seconded; there being no further business, the meeting was adjourned at 5:00 p.m.