

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

PRESIDING: Bill Mears, Vice Chair

MEMBERS PRESENT: Jamee Simons, Ken Smith, Rich Nicholls, Alan Friedman, Wade Haerle

MEMBERS ABSENT: Dan Sharp, Robin Kleinschnitz, Don Teets, Brad Higginbotham

STAFF PRESENT: Debbie Kovalik, Barbara Bowman, Irene Carlow

GUESTS: Meggen Bernstein

The meeting was called to order at 3:12 pm.

MINUTES OF FEBRUARY 9, 1999: Alan Friedman moved the minutes be approved as written, Rich Nicholls seconded; approved unanimously.

BOARD BUSINESS: Retreat follow-up: The Director will discuss Special Event policy revisions with the City Attorney and report to the Board at the April meeting. The 1999 Action Plans will be mailed before the April meeting.

Special Events: Both the South West Fest and Fruita Fat Tire Festival need to provide certificate of liability insurance before funds can be disbursed. The Grand Valley Gaited Horse Show reports having difficulty obtaining worker's compensation coverage; staff requested organizers submit a letter detailing their efforts.

HILL & TASHIRO MARKETING AND ADVERTISING: Meggen Bernstein displayed the VCB's current ads in USA Weekend, Colorado Parent and the Official State Vacation Guide.

Three options are included in HTMA's proposal for upgrades/revisions to the website. The current budget includes \$10,000 for the website; additional funds would need to be reallocated to cover the total cost of implementing any of the options presented. The Director noted that the Board could choose to reallocate funds from other budget items (rather than the advertising contract); possible areas would be contingency (\$10,000) or exterior signage (\$9,400). Option 3 would require additional staff time, but no new positions are budgeted for 1999. A committee comprised of the Chair, Jamee Simons, Rich Nicholls and the Director will review the proposal and the budget. Alan Friedman moved to approve Option 1 as presented, Rich Nicholls seconded, approved unanimously. HTMA will begin working on these upgrades immediately.

Mock-ups of Internet banner ads were presented; ads will be placed on AOL and HOTBOT during April/May. Advertisers specify a list of keywords that will bring up their banner in response to a consumer's search. We then "purchase" a specific number of impressions that result from searches rather than period of time the banner would be displayed. HTMA recommended, and the Board approved, a banner on Outside Magazine website at a cost of \$300 per quarter. The ads designed for Internet banners will also be used on the 16th Street Mall bus advertising this summer.

HTMA is negotiating with TV stations in Denver and Salt Lake City for the summer schedule. We have received a preliminary proposal from the Denver network stations. KUSA's proposal is much better than previous years', but we will continue to negotiate before making a final recommendation.

STAFF REPORTS: The Denver Metro CVB is co-ordinating a celebration of National Tourism Week; the event will be held at the Pavilions Sunday, May 2. The GJVCB will participate as an "exhibitor", which will entitle us to take 20-30 people to the event. The intent is to involve front-line employees in the celebration; the cost of round trip motorcoach transportation will be off-set or donated and we will get 20 comp hotel rooms. The Director suggests the GJ delegation be made up of 12 people in the tourism industry, 3 community leaders and 5 front-line employees.

Hospitality training is scheduled for April 26 at the Grand Vista.

Sales Division: Few of our tourism partners have signed up to staff the booth at the Denver Travel Festival. If there are not enough people to run the booth all day Saturday and Sunday, the VCB will drop this show from the travel schedule.

As a result of the efforts of Tom Mulholland, our Denver sales rep, we submitted a bid to host the Philadelphia Church of God conference in 2000 and 2001. Because of the size of this convention (800 people/10-days), we had to involve two budget properties that are not part of the Denver contract sales program. The president of the Adventure Travel Society has asked Grand Junction to bid on the Society's 2001 convention. The host city must sponsor lunch and dinner for 200; total attendance is 1,000. Grand Junction will host a hospitality suite at Colorado Municipal League's annual conference in Vail June 23-24.

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