

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE BOARD OF DIRECTORS MEETING
April 13, 1999

PRESIDING: Dan Sharp, Chair

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

STAFF PRESENT: Debbie Kovalik, Barb Bowman, Judy Shormann, Erin Chapman

GUESTS: Tom Mulholland, Meggan Bernstein, Mari Steinbach and Don Hobbs

The meeting was called to order at 3:10 p.m.

Mari Steinbach and Don Hobbs of the Grand Junction Parks & Recreation Department, host of the meeting, updated the Board on the improvements being made at Canyon View, the baseball stadium (JUCO), football stadium, Orchard Mesa Pool, special events and BLM, the new management at Lincoln Park and Tiara Rado golf courses. As the pulse of the community, Mari encouraged those in attendance to submit ideas for new programs that may be currently missing.

MINUTES OF MARCH 9, 1999: Brad Higginbotham moved the minutes be approved as written, Jamee Simons seconded; board approved unanimously.

BOARD BUSINESS:

Special Events:

Original and corrected copies of the events policy were distributed. The policy will not need to go to Council as the agreement has not been altered, only updated to reflect current use of the funding and policies. Dan Sharp moved the special events policy be accepted as written; Robin Kleinschnitz seconded; approved unanimously.

Southwest Fest: Bill Mears reported the event is this Saturday. Four to five thousand are anticipated to attend the event. The advertising is out and it is expected to be a beautiful day.

Fat Tire: Wade Haerle reported that everything is running smoothly and is on schedule.

Grand Valley Gaited Horse Show: Rich Nicholls has made several calls and has not heard back from Rose Konald. Director informed the group that the event has been in contact with the City Attorney and the organizer is working on the problems.

Barbara Bowman suggested the Board remind the events coordinators to provide the VCB with printed materials and schedules.

Website Committee:

The committee, consisting of Robin Kleinschnitz, Jamee Simons and Rich Nicholls, met with the Director and Linda Hill of Hill & Tashiro. In addition to the \$10,000 currently budgeted for the website, an additional \$9,000 could be made available by the following:

1. eliminating the new Visitor Center sign
2. the decrease of postage cost, due to the low mailings of brochures
3. not replacing the existing trade show booth
4. post cards not reprinted

This funding will bring the website to Stage 2. Linda Hill of Hill & Tashiro recommended Stage 3 be implemented next year due to funding and the lack of tourism partner technical abilities. Rich Nicholls suggested a reception/meeting be held for the lodging partners to discuss the website opportunities. Rich will put together an idea and present it to the Board. Alan moved that \$9,000 be re-directed to the website updates; Wade Haerle seconded. After discussion, the idea was tabled. The Board consensus was to work within the budget to redirect funds in 3rd quarter as projects are completed. The staff will report back to the Board in the 3rd quarter.

Meggen Bernstein submitted a revised flow chart of the website and presented the creative. Every page will have an icon to be sent more information and the 800# will be made more prominent.

HILL & TASHIRO MARKETING AND ADVERTISING: Meggen Bernstein submitted the summer newspaper campaign for 1999, which will include Denver, Salt Lake City and Colorado Springs. Brad Higgenbotham questioned whether Juco was going to be on Channel 4. The Director informed the group that proposals were solicited from all 3 Denver network stations and Channel 7 was selected for best performance. He also asked about the Peach Give Away on the 16th Street Mall and this event will occur depending on the crop this year.

Jamee Simons suggested there might be coverage of JUCO by ESPN. The Director spoke with Sam Suplizio earlier in the morning and he will contact the Director by the end of the week if ESPN shows interest. The VCB involvement might include advertising; the Director will keep the Board posted.

STAFF REPORTS: The Director updated the Board on the Long Bill (\$5,000,000 towards Colorado tourism). The bill has already passed the House and is expected to go through the Senate and be signed by Governor Owens by the end of the week. A press release will be prepared at that time. The money will be available July 1, 1999. A meeting is scheduled for May 3, 1999 in Denver to discuss how the money will be distributed. Consensus of the Board is to have VCB Director attend the meetings concerning the allocations of funds.

The Director of Sales reported on the progress of the Hospitality Training. There are currently 13 exhibitors and the attendees are still coming in.

Denver Contract Sales: Tom Mulholland, the Denver Contract Sales person was reintroduced. Tom distributed a synopsis of his revised plan explaining the group market and also indicating his reasoning for moving toward SMERF business. This change is to book larger groups (800-900), therefore utilizing more than one or two properties. Tom believes that Grand Junction's meeting space is still its most valuable selling point. Two Rivers Convention Center is a viable solution for meeting space, but Tom has concerns with availability. The Chair suggested there be further discussion of Two Rivers Convention Center; Brad Higginbotham suggested inviting the new convention center manager to the board meeting after they've been hired.

Tom Muholland also presented several of the competition's pieces for perusal. Grand Junction's image needs to show "WOW" and greenery (meeting information must have sizzle and stand up to the competition). The meeting planner must sell and justify the site location and property and they cannot afford to lose attendee numbers. A new meeting piece will be looked at in the 2 year budget process.

NEW BUSINESS:

Robin Kleinschnitz passed out the new CWTC brochure.

The Director and Hill and Tashiro will make a presentation on the VCB to informal Council on Monday, April 19th, 7:30 p.m. All are invited to attend.

May Meeting location: It was suggested having next month's board meeting at a winery or Two Rivers Convention Center if the new convention center manager has been hired.

Brad Higgenbotham moved the meeting adjourn, Rich Nicholls seconded; there being no further business, the meeting was adjourned at 5:12 p.m.