

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

PRESIDING: Bill Mears, Vice Chair

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

MEMBERS ABSENT: Ken Smith, Brad Higginbotham, Dan Sharp

STAFF PRESENT: Debbie Kovalik, Irene Carlow, Barbara Bowman, Judy Shormann, Erin Chapman, Tammy Anderson

GUESTS: Linda Hill, Michael Varnum

Jil Anderson conducted a brief tour of the ICM facility. Reynolds Polymer and ICM have projects in over 40 countries. ICM has proposed to design and build a wildlife interpretive center in Estes Park; this is the first project that ICM would have an equity participation in. The 35,000 sq ft center would be in a commercial area approximately 2 miles from the entrance to Rocky Mountain National Park.

The meeting was called to order at 3:20 p.m.

MINUTES OF JUNE 8, 1999: Alan Friedman moved the minutes be approved as written, Rich Nicholls seconded; approved unanimously.

HILL & TASHIRO MARKETING AND ADVERTISING: The VCB's newly designed website was launched today. Linda Hill presented the new site "live" and discussed many of the new features and additional links that can help potential visitors plan their trip to Grand Junction. Rich Nicholls moved that all Board members review the entire site and bring comments and any suggested revisions to the August meeting; Robin Kleinschnitz seconded, passed unanimously.

Photos were distributed of bus posters on the 16th Street Mall buses. The "Big Peach Giveaway" on the 16th Street Mall is scheduled for August 4. Local growers and the Palisade Chamber are partnering with the VCB in this promotion. Peaches will be shipped to TV stations in Denver, Colorado Springs and Salt Lake City as well the Denver Post and Rocky Mountain News. Press releases are being prepared to announce the giveaway, peach harvest and Palisade Peach Festival, and the new website.

(Robin Kleinschnitz left the meeting.)

BOARD BUSINESS: Special Events: The Southwest Fest and Fruita Fat Tire Festival filed their final reports within the deadline. The Celtic Festival has provided a certificate of liability insurance.

Special Event applications were discussed at a workshop immediately before this meeting. Alan Friedman moved that the following funding awards be recommended to Council:

Italian Cultural Society/Festival Italiano	\$2,000
Museum of Western Colorado/Valley Pride Festival	\$3,000
Fruita Chamber of Commerce/Bluegrass Festival	\$2,750

Wade Haerle seconded. The motion carried with 3 in favor, 2 opposed.

STAFF REPORTS: June lodging tax receipts were down 7%, resulting in a YTD increase of 2.3%. An additional staff position will be requested for 2000; this position will be responsible for local public relations and website promotions.

Sales Division: Star Tours will include 2 nights in Grand Junction on their itinerary beginning next year. This business is the result of 8 years of sales efforts. The CML hospitality suite in Vail was very successful. Grand Junction will host this conference June 13-17, 2000. Convention Servicing will be very busy in late July. Colorado Wool Growers is one of the groups we'll be working with; this is the second time this group has met in Grand Junction.

Visitor Center: Over 17 new people have joined our volunteer staff this season. Our current volunteers referred many of these individuals.

NEW BUSINESS: Don Teets will check on availability of the Chamber's conference room for the VCB's August meeting.

Jamee Simons moved the meeting adjourn, Rich Nicholls seconded; there being no further business, the meeting was adjourned at 5:10 p.m.