

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE BOARD OF DIRECTORS MEETING
August 10, 1999

PRESIDING: Dan Sharp, Chair

MEMBERS PRESENT: Brad Higginbotham, Alan Friedman, Robin Kleinschnitz, Rich Nicholls, Jamee Simons, Ken Smith, Bill Miers

MEMBERS ABSENT: Wade Haerle, Don Teets

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

GUESTS: Lena Elliott

The meeting was called to order at 4:03 p.m.

MINUTES OF JULY 13, 1999: Alan Friedman moved the minutes be approved as written, Bill Miers seconded; approved unanimously.

BOARD BUSINESS: Liaisons for the newly-funded Special Events are:

Fruita Bluegrass Festival – Brad Higginbotham

Festival Italiano – Jamee Simons

Pride of the Valley – Bill Miers

The Teaching Learning Network/Discover America (TLN) submitted a proposal to include an 8-minute segment on Grand Junction in one of their 30 minute shows. The VCB's cost would be \$14,500 plus travel expenses for the film crew. The VCB would own all the video that TLN would shoot. TLN would split the billing between 1999 and 2000. Jamee suggested the Director negotiate the fees and explore what other options would be available. Enstrom's was similarly featured and was successful in negotiating the costs involved. It was suggested that the footage could be used for proposals to meeting planners and other promotional efforts. Alan Friedman moved and Brad Higginbotham seconded: Accept TLN's offer to film in Grand Junction with a maximum cost of \$14,500 plus travel expenses; authorize the Director to negotiate fees up to the maximum; allocate \$9,000 from 1999 Contingency; additional costs be paid in the 2000 budget. Motion carried.

The 2000-2001 budget was reviewed at a workshop immediately before this meeting. Brad Higginbotham moved the budget as developed be presented to the Finance Director and review team; Bill Miers seconded, motion carried.

STAFF REPORTS: Website Promotions: The Director presented Hill & Tashiro's recommendations for new website promotions. The VCB's "3 Grand Weekends" mailer is being sent to 800-line in-state inquiries received in April and May; this promotion will also be

posted on the website. Disposable cameras will be given to those who present the coupon at the Visitor Center. The website will also be promoted on picture frame magnets that will be mailed to media and included in group packets. Alan Friedman moved and Jamee Simons seconded acceptance and approval of Hill & Tashiro's recommendations dated 8/10/99. Lodging tax receipts reflect the effects of the Holiday Inn's remodeling; 80 rooms are out of service and will be for another 2 months. Hill & Tashiro's cost per response was distributed; these figures will be updated and analyzed more closely in September.

The VCB will host a selected group of Denver-area meeting planners for a fam September 23-25.

Grand Junction was featured on the covers of *Sunset Magazine* and *Climbing Magazine*. *Sports Afield* carried an article on mountain biking in this area.

HOST REMARKS: Lena Elliott, Chair of the Chamber of Commerce, provided an update on the Chamber's activities. The Chamber continues to work with the City Community Development Department; they are currently working on redesigning the pre-application process for developers. Members will be re-surveyed to see if improvements have been made in the Community Development Department. The Chamber supports the ballot issue for District 51 to "de-Bruce" and the state ballot regarding transportation. The Chamber encourages City Council to resolve issues with the Police and Fire departments without collective bargaining.

NEW BUSINESS: The September 14 meeting will be held at the Fruita Civic Center.

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