

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE BOARD OF DIRECTORS MEETING
September 14, 1999

PRESIDING: Dan Sharp, Chair

MEMBERS PRESENT: Brad Higginbotham, Alan Friedman, Robin Kleinschnitz, Ken Smith, Wade Haerle, Don Teets

MEMBERS ABSENT: Bill Miears, Jamee Simons

STAFF PRESENT: Debbie Kovalik, Irene Carlow

GUESTS: Linda Hill, Yvonne Piquette

The meeting was called to order at 3:08 p.m.

MINUTES OF AUGUST 10, 1999: Alan Friedman moved the minutes be approved as written, Wade Haerle seconded; approved unanimously.

HOST REMARKS: Yvonne Piquette welcomed the Board and sent regrets on behalf of the mayor and city manager. The new state park should be ready for use in the spring of 2000; facilities will include improved campsites and an amphitheater that will be the site of the Grand Valley Music Festival summer concert series. The Fall and Bluegrass Festival will be held September 24-26; organizers feel that changes to the Bluegrass Festival are positive. The City is working on a downtown art program.

BOARD BUSINESS: Special Events – Pride of the Valley, held on Labor Day weekend, was well attended. Other events scheduled in September are on track: Tour of the Vineyards, Festival Italiano, Celtic Festival, Bluegrass Festival. The deadline for submitting applications for the 2000 funding cycle is November 2; the review schedule will be set at the October meeting.

HILL AND TASHIRO MARKETING & ADVERTISING: Linda Hill and the Director met with three properties today to enlist their participation in the Overnight Visitor Study; a total of seven hotels have agreed to assist with this valuable research project. Survey data will be collected for the months of August-September-December 1999 and March-May-June 2000. Information will be collected on demographics, geographic origin, activities, length of stay, and advertising effectiveness. Other destinations have received 42-47% response rate in similar studies. Each participating hotel will receive a copy of the full report when the project is completed. We will also launch an on-line survey for our website visitors; respondents will be eligible to win a trip to Grand Junction.

The Teaching, Learning Network/Discover America contract was signed with two stipulations: (1) travel expenses would be paid by TLN and (2) filming would be completed

by mid-October. It had also been agreed that the VCB would pay \$9,000 in 1999 and the balance of \$5,500 in 2000. A check in the amount of \$9,000 was sent by overnight delivery. TLN then insisted that the VCB pay the crew's travel expenses; demanded full payment in 1999; and postponed filming in November, to be completed before Thanksgiving. HTMA placed a stop-payment order on the check and the matter has been handed over to the City Attorney.

Official State Vacation Guide: \$7,900 is budgeted for the 2000 edition. We could try to find local partners for a full page co-op. HTMA suggests using some of the \$9,000 previously committed to TLN/Discover America toward the OSVG ad. Alan asked if those funds might be directed to additional website improvements instead of print media? Linda responded that advertising must be balanced; we need a good mix that includes print in order to promote the web address. Linda and the Director will approach the Fruita Tourism Advisory Council about co-op possibilities.

Special event ads are running through September in Glenwood Springs, the Roaring Fork Valley, Vail, Telluride, Steamboat Springs, Moab, Price and Vernal. The Christmas Shopping Package will be extended to include millennium events; staff is compiling a list of New Year's Eve packages and celebrations.

STAFF REPORTS: Our statistics continue to show very strong increases in website visits. Interestingly, 50% of August requests for Visitor Guides were generated from the website. International visitors to the Visitor Center continue to increase with the YTD total up 18%. Lodging tax receipts are down slightly YTD; however, we expect positive results from large sports events in August and October as well as the strong event calendar in September.

The budget was well received by the City review team. Lodging tax projections for 2001 will be increased from 4% to 4.5% to reflect additional revenue generated by the new staff position.

NEW BUSINESS: The Chair announced, with regret, that Rich Nicholls resigned from the Board effective immediately because of new business interests that require him to spend a majority of time away from Grand Junction. This newly created vacancy is in addition to the three terms that expire in December (Jamee Simons, Robin Kleinschnitz, Wade Haerle). Members who wish to be considered for reappointment are encouraged to forward a letter of interest to the City Clerk.

The October 12 meeting will be held at Two Rivers Convention Center.

Wade Haerle moved the meeting adjourn, Alan Friedman seconded; there being no further business, the meeting was adjourned at 4:35 p.m.