

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE
BOARD OF DIRECTORS MEETING
JUNE 13, 2000

PRESIDING: Bill Mears, Chair

MEMBERS PRESENT: Alan Friedman, Dan Sharp, Linda Smith, Peggy Page, Wade Haerle

MEMBERS ABSENT: Robin Kleinschnitz, Chris Blackburn, Brad Higginbotham,

STAFF PRESENT: Debbie Kovalik, Beverly Craddock, Irene Carlow

GUESTS: Rich Helm, Linda Hill, Anna Maria Ray

HOST REMARKS: Rich Helm, Executive Director of the Museum of Western Colorado, welcomed the Board to the Whitman Building and thanked the VCB for its long-term support and consistent efforts to partner with the Museum. With the opening of Dinosaur Journey and the completed C.D. Smith building, the Museum's three facilities are now 4 times larger than ever before. Staff is preparing a grant request to develop a website for the downtown facility; if the grant is received, the existing website will be devoted to Dinosaur Journey. A "Wild West" exhibit from Cody, Wyoming will replace the NASA exhibit in late July. The Museum has Annie's Oakley's original revolvers to display with this exhibit as well as other artifacts to supplement the "Wild West" theme. The exhibit will run through the end of September.

The meeting was called to order at 3:50 pm.

MINUTES OF MAY 9, 2000: Wade Haerle moved the minutes be approved as written, Alan Friedman seconded, motion carried.

BOARD BUSINESS: Special Events – The Chair, Alan Friedman and Peggy Page reviewed Special Event applications at a workshop immediately preceding this meeting. Alan Friedman presented the results of those discussions and the funding recommendations:

Festival Italiano's application was not considered because the organizers did not comply with the terms of the Policy after receiving funding for the 1999 event. The final report of the event was submitted well after the 60-day deadline, even though organizers had been reminded of that requirement before the deadline. The "Top Dawg" Police Motorcycle Training and Competition is more of a convention than an event. Staff will contact the organizers to offer assistance through convention servicing.

The Air Show received strong support and funding is recommended at \$8,500, the full amount requested. The workshop participants would encourage the Fruita Fall Festival organizers to secure matching financial support from the City of Fruita. Workshop participants would also prefer to have a letter from the City of Fruita confirming its financial contribution to the event before VCB Special Events funds are disbursed. This request is based on inconsistencies between the funding application and the final report of the 1999 Fruita Fall & Bluegrass Festival.

After additional discussion, Alan Friedman moved to award \$8,500 in Special Events funds to Air Show 2000 and up to \$3,500 to the Fruita Fall Festival as matched dollar-for-dollar by the City of Fruita. Peggy Page seconded, passed unanimously.

HILL & TASHIRO MARKETING & ADVERTISING: Linda Hill introduced Anna Maria Ray, account representative for the VCB.

Front Range advertising was recapped and the TV commercials were run. Ads are currently running on radio (KBCO/KHIH), Denver TV (KCNC) and cable stations in Colorado Springs. Print media includes *Colorado Homes & Lifestyles*, *Mountain Living* and *5280*. Proofs of the 16th Street Mall bus posters were displayed; these will run in June-July-August. Country Jam ads (radio and print) are running in Colorado Springs and Denver and the VCB website has 4 pages devoted to the event. HTMA is evaluating whether to advertise in *5280*'s Western Slope winery section; it was originally scheduled for August-September but has now been pushed back to the October-November issue.

Current reports of the Overnight Visitor Study and Occupancy Study will be distributed at the July meeting.

STAFF REPORTS: Comparisons of monthly lodging tax receipts will not be valid until April of 2001. One property received approval to change reporting/payment dates from a calendar month to 13 periods per year, so each reporting period overlaps parts of 2 different months.

Beverly Craddock has been developing package promotions to launch on the website. The peach promotion includes a rate for 1 night's lodging, breakfast, discount coupon to purchase peaches, and admission to Cross Orchards. Other summer promotions include giveaways in conjunction with TV/radio advertising and events such as Winter Park Jazz Festival, Cherry Creek jazz performances, Boulder's 4th of July celebration and jazz performances on Larimer Square.

The wine country tours are off to a great start. Transportation partners report a total of 15 tours, and wine sales to participants are strong.

Alan Friedman moved the meeting adjourn, Dan Sharp seconded; there being no further business the meeting was adjourned at 4:48 pm.