

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE
BOARD OF DIRECTORS MEETING
July 11, 2000

PRESIDING: Bill Mears, Chair

MEMBERS PRESENT: Alan Friedman, Linda Smith, Peggy Page, Wade Haerle, Robin Kleinschnitz, Chris Blackburn, Brad Higginbotham

MEMBERS ABSENT: Dan Sharp

STAFF PRESENT: Debbie Kovalik, Beverly Craddock, Barbara Bowman Irene Carlow

GUESTS: Linda Hill

The meeting was called to order at 3:05 pm.

MINUTES OF JUNE 13, 2000: Alan Friedman moved the minutes be approved as written, Brad Higginbotham seconded, motion carried.

BOARD BUSINESS: Agency RFQ/RFP: The RFQ/RFP will be advertised locally and mailed to several agencies in Denver that have expressed interest in the past. The Denver Advertising Federation will be contacted to see if a notice could be placed on their website or in their newsletter.

Special Events: The Chet Peach Ride, Race and Roast is the only first-cycle funded event that has not completed the required paperwork. Organizers will be asked to provide the certificates of insurance so that the Agreement can be finalized and funds disbursed. The Celtic Festival is adding several children's activities this year. Alan Friedman will serve as the liaison with the Air Show and Robin Kleinschnitz with the Fruita Fall Festival.

The Director spoke with Sally Edginton, Director of the Fruita Chamber, and explained the Board's discussion regarding funding the Fruita Fall Festival (up to \$3,500 as matched by the City of Fruita). Sally confirmed that the Chamber has already received \$2,000 from the City. She would like to approach the City to request an additional \$1,500 so the event can receive the maximum award from the VCB. Sally will contact the Director to let her know the outcome.

HILL & TASHIRO MARKETING & ADVERTISING: Linda Hill distributed the newly-printed postcard and displayed ads currently appearing in *Fruit & Wine Country*, *Colorado Homes & Lifestyles* and *Mountain Living*.

The Overnight Visitor Study for the period March-May-June 2000 was distributed. Results indicate 49% are in-state visitors and that 84% rated their overall experience 7 or above, on a scale of 1-10.

Improvements to the website are being made that will give the VCB staff control of the packages and promotions area as well as the Calendar of Events. This will give staff the ability to launch special packages as well as provide up-to-date event information.

STAFF REPORTS: The Director sent a synopsis of the VCB's Country Jam promotions to Paul Novitzke. The VCB, County Commissioners and Sheriff will host a community forum with affected agencies, interested parties and Country Jam representatives in an effort to improve communications between the community and event organizers. A cover letter indicated that the forum would be scheduled in the next two months and we'll contact Mr. Novitzke to confirm a date he would be able to attend.

Promotions: The annual Denver peach promotion will be August 2 at the Adam's Mark on the 16th Street Mall. Area growers are donating 3,000-4,000 peaches. A press release will be issued and peaches will be sent to Denver media. The splash page of our website now has a link to our special packages and promotions. Current promotions include peaches, wine tours and AMTRAK vacation packages. The Larimer Square wine event June 22 was very successful and attracted 4,000-5,000 people. Wine tours are being promoted in 50 Denver-area liquor stores with a coupon for \$2 off a tour.

Visitor Center: The volunteer banquet will be in mid-September; we will advise the Board as soon as the date is confirmed. Staff is working with the volunteers to revise our statistical gathering and reporting procedures.

Sales: The Colorado Municipal League conference was very successful and attendees' evaluations have been positive. Grand Junction will host the HOG Rally (Harley Owners Group) in June 2001; attendance is expected to be 1,000. We are at 47% of goal in the number of sales leads issued.

NEW BUSINESS: The Chair requested that the August meeting include committee discussions of the top 3 issues identified at the annual retreat.

Alan Friedman moved the meeting adjourn, Brad Higginbotham seconded; there being no further business the meeting was adjourned at 4:55 pm.