

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE
BOARD OF DIRECTORS MEETING
September 12, 2000

PRESIDING: Bill Mears, Chair

MEMBERS PRESENT: Alan Friedman, Wade Haerle, Brad Higginbotham, Linda Smith, Chris Blackburn

MEMBERS ABSENT: Peggy Page, Robin Kleinschnitz, Dan Sharp

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

GUESTS: Anna Maria Ray

The meeting was called to order at 3:10 p.m.

MINUTES OF AUGUST 8, 2000: Wade Haerle moved the minutes be approved as written, Chris Blackburn seconded, motion carried.

HOST REMARKS: Kevin Reimer welcomed the Board to Hawthorn Suites, which opened July 22. They are pleased with the occupancy levels of these initial weeks and appreciate all the referrals from the VCB. The property's 70 suites offer numerous amenities geared toward business travelers, include high speed Internet access and 2 phone lines in each room. There are 130 Hawthorn Suites nationwide with 70 more planned; the corporate offices are in Atlanta. Kevin and his brother Steve plan to build a Hilton Garden Inn adjacent to Hawthorn Suites and are discussing the proposed project with both the DDA and the City.

BOARD BUSINESS: Special Events: The Director offered a proposal for website upgrades that would give staff more responsibility in maintaining the content of our calendar of events on the web. Staff would be able to publish more information on events and would be able to respond quickly when events are added or changed. Staff recommends that the cost of acquiring Cold Fusion software be paid from the balance available in the Special Events line item, since the greatest benefit of this upgrade will be to local events. Alan Friedman moved, and Wade Haerle seconded, that the Special Events account balance of \$4,700 be used for website upgrades; passed unanimously.

The Valley Pride Festival was well attended. A variety of cultural activities were offered and performances were held on several stages throughout Cross Orchards. Sierracade organizers estimated 400-700 attendees; staff estimated lower, perhaps 200-300. Event materials listed all hotels in the area, resulting in poor utilization of hotels that had advertised in their program, and the VCB was not acknowledged as a sponsor. The Air Show also had a good turnout; proceeds will benefit the Museum. The Chair noted that the VCB also was not acknowledged as a sponsor of the Air Show, as is required in the Special Events policy. A brief discussion of Special Events followed, including use of the VCB logo and deadlines for receipt of the funding Agreement and supporting documentation. Staff is directed to add to the funding application: "Describe how

the Visitor & Convention Bureau logo will be used in your materials.” A Special Events workshop will be scheduled.

Ad Agency RFQ/RFP: Three agencies will make presentations on Tuesday, September 26 beginning at 8:00 a.m. A workshop will be held immediately following the presentations (approximately 2:00) to address follow-up to the committee discussion held after the August meeting as well as the Special Event Funding Policy.

HILL & TASHIRO MARKETING & ADVERTISING: Anna Maria Ray reported on co-op advertising opportunities available in the Official State Vacation Guide and the Grand Circle Travel Planner. We will need 4 partners in each publication to go forward with a co-op page. This year’s Holiday Shopping package will be enhanced with a \$20 gift certificate (for the 1st 100 people) from Mesa Mall. Certificates will be redeemable at participating stores in the Mall. Web hits for the package will be tracked through a coupon page.

The Wine Board is partnering with the VCB for a photo shoot of Grand Valley wineries. The Wine Board will contribute \$12,500 for the project and the VCB and Wine Board will own the rights to 5 selected photos. The Wine Country campaign is winding down. Tasting room sales are up 15%-20%, which many wineries attribute directly to this campaign.

STAFF REPORTS: The Director distributed invitations to the Volunteer Appreciate Banquet September 28 at Two Rivers. This is the one “event” per year that the VCB hosts to recognize our volunteers’ invaluable contributions

Year-to-date lodging tax collections are up 5.5%, which puts us on target for our total revenue projections. August receipts (+21%) are skewed by the change in reporting period of one of our larger properties.

Staff has identified approximately \$20,000 in this year’s budget that would be available for building improvements. Staff suggests expanding the building by enclosing the deck and utilizing that space for storage. Visitors and the volunteers do not use the deck as originally envisioned and we have an on-going problem with transients camping under the deck. If this project is realized, the existing storage area would be converted to office space and the conference room could be enlarged. Staff will provide updates as information is collected.

Alan Friedman moved the meeting adjourn, Linda Smith seconded; there being no further business the meeting was adjourned at 5:10 p.m.