

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

PRESIDING: Wade Haerle, Vice Chair

MEMBERS PRESENT: Alan Friedman, Robin Kleinschnitz, Brad Higginbotham, Peggy Page, Chris Blackburn, Dan Sharp

MEMBERS ABSENT: Bill Miers, Linda Smith

STAFF PRESENT: Debbie Kovalik, Barbara Bowman, Beverly Craddock, Layne Whyman, Erin Chapman, Irene Carlow

GUESTS: Linda Hill, Anna Maria Ray

The meeting was called to order at 3:00 pm.

MINUTES OF OCTOBER 10, 2000: Alan Friedman moved the minutes be approved as written, Robin Kleinschnitz seconded, approved unanimously.

BOARD BUSINESS: Special Events Final Reports:

**Fruita Fall Festival** – filed on time; funds used appropriately

**Chet Peach Ride, Race & Roast** – filed on time; funds used appropriately

**Pride of the Valley** – filed on time; funds used appropriately. This is basically a local event; of total 4,600 attendees, 185 were from out of town; profits were disbursed to local organizations.

**Celtic Festival** – filed on time; the weather was terrible, many vendors didn't set up their booths; organizers probably didn't cover costs. This was the last year of funding eligibility.

**Air Show** – no report filed; VCB logo was not used on any event materials, but a thank-you ad was run after the fact. The Director will contact Mike Sutherland and make him aware of policy requirements and organizers' failure to comply.

**Kokopelli Trail Pursuit Adventure Race** – filed on time; very successful event; portion of profits were donated to the Riverfront.

2001 Funding Recommendations: Results of the November 16 application review workshop were discussed. The Chet Peach Ride, Race & Roast is owned by the Fruita Fat Tire Festival, Inc.; to date, the Fruita Chamber has not received a funding request from the event. Pride of the Valley is a local event which donated \$5,000 to local agencies and does not need VCB funds to succeed. Alan Friedman moved the following 3 events be funded:

Kokopelli Trail Pursuit Adventure Race	\$3,000
Chet Peach Ride, Race & Roast	\$1,750 maximum, matched dollar-for-dollar with Fruita
Rocky Mountain Open Golf Tournament	\$5,000 maximum for an ad in a golf publication to be selected by staff/Hill & Tashiro; payment to the publication, not directly to the event.

Brad Higginbotham seconded, passed unanimously. Recommendations will be presented to Council at the January 3, 2001 meeting.

Staff recommends the Special Event Policy be revised to change the 2<sup>nd</sup> cycle application deadline to the 1<sup>st</sup> Tuesday in May instead of the 1<sup>st</sup> Tuesday in June. This extra month will make it easier for events to comply with administrative requirements of the Policy. This will be placed on a future agenda for discussion; any Policy revisions must be approved by Council.

Election of 2001 Officers: When the current Chair and Vice Chair, acting as the Nominating Committee, met, they discussed the importance of the vendors fee as part of the annual budget as well as the desire to strengthen communications and relations with retailers. It is recommended that Peggy Page be considered as Vice Chair for 2001. In addition to representing the retail sector, Peggy can draw on her previous experience with the VCB as the Chamber Board representative. Brad Higginbotham nominated Wade Haerle as 2001 Chair and Peggy Page as 2001 Vice Chair; Alan Friedman seconded, passed unanimously.

The City Clerk will accept letters of interest for VCB Board vacancies through December 15.

HILL & TASHIRO: The Holiday Shopping ads are running in newspapers and on radio; 49 coupons have been downloaded from our website through November 27. Third quarter ADR/Occupancy survey results were distributed.

Linda Hill presented the proposed 2001 budget and overview of the ad plan. The major change in traditional advertising will be a decrease in national ads. Recommended national ads for next year are Parade Magazine, AAA Colorado/Utah Tourbook, Colorado Official State Vacation Guide and Grand Circle. In-state advertising will increase, but the emphasis will be shifted away from newspapers; regional promotions will increase to pump up shoulder season business. These changes will result in a shift in the inquiry base: reader service labels could decrease by as much as 50%. We will strive to replace with regional inquiries the estimated 500-700 phone calls that are attributable to national ads. The Colorado Tourism Office will advertise in many national publications that we would have utilized, so greater emphasis is being placed on the Official State Vacation Guide as a lead qualifier. The VCB and Wine Board will have a double-truck ad (2 full pages side-by-side). We will continue to advertise in Successful Meetings in the Colorado insert and will capitalize on the cover of this year's insert: wine and food.

Funds are also allocated to test the Wine Country campaign in Front Range focus groups and an updated voice-over will be done for the video. New media expenditures will concentrate on website mechanisms, especially opportunities on the colorado.com site.

The agency will investigate a possible direct mail campaign to specific zip codes in the Salt Lake City area to target residents who want to avoid the congestion during the Olympic Games. Any promotion would push the website and special packages.

The Hospitality Sales & Marketing Association International (HSMIAI) has, for the 8<sup>th</sup> year, honored the VCB/Hill & Tashiro with awards for advertising excellence. The awards received this year are:

Gold – complete campaign for “Colorado’s Wine Country”

Gold – bus boards, 16<sup>th</sup> Street Mall circulator buses

Silver – Meeting Planner direct mail

The awards will be presented at HSMIAI’s annual banquet in New York City in January.

**STAFF REPORTS:** Because of the increasing importance of the Internet as a marketing tool, staff and Hill & Tashiro recommend that additional investments be made in the website. Upgrades would include creative redevelopment to carry through the 2001 campaign image and simplifying the navigation tools. These enhancements will complement upgrades made this year that allow staff to manage the calendar of events and special packages section. Alan Friedman moved that \$10,000 of contingency funds in the 2000 budget be utilized for website upgrades; Brad Higginbotham seconded, passed unanimously.

The City Property Agent is exploring the possibility of the VCB purchasing the small wedge of land next to the Taco Bell sign. The property owners contacted the City 4-5 years ago with an offer to sell the land for \$5,000. If acquired, the land would be used for additional parking; in peak season, staff and volunteers use 12-15 parking spaces. Brad Higginbotham moved that up to \$5,000 in 2000 contingency funds be used to purchase the property next to the Taco Bell sign; Alan Friedman seconded, passed unanimously.

**OTHER BUSINESS:** Brad Higginbotham reported on the workshop held immediately before this meeting. Representatives of the Chamber of Commerce are supporting a feasibility study of a multi-use event center. This would be an estimated \$20 million stadium-type facility, not a convention center that would compete with Two Rivers. The Chamber will keep the VCB Board informed of their activities on this proposed facility.

The Vice Chair thanked outgoing Board members Brad Higginbotham, Dan Sharp and Robin Kleinschnitz for their service to the VCB and the community.

The meeting was adjourned at 4:45 on motion of Brad Higginbotham and second by Dan Sharp.