

GRAND JUNCTION VISITOR & CONVENTION BUREAU  
MINUTES OF THE  
BOARD OF DIRECTORS MEETING  
FEBRUARY 8, 2000

PRESIDING: Bill Mears, Chair

MEMBERS PRESENT: Robin Kleinschnitz, Dan Sharp, Peggy Page, Brad Higginbotham, Wade Haerle

MEMBERS ABSENT: Alan Friedman, Chris Blackburn, Linda Smith

STAFF PRESENT: Debbie Kovalik, Barbara Bowman, Judy Shormann, Irene Carlow

HILL & TASHIRO MARKETING & ADVERTISING: Linda Hill presented the year-end Occupancy Survey; the final report will be sent to all participating properties. The average occupancy for 1999 was 64.2% vs 59.7% for 1998; average daily rate was \$58 vs \$57 for 1998. These figures correlate to the Rocky Mountain Lodging Report.

The 2000 Marketing Plan was distributed; the 1999 average occupancy is mis-stated and will be corrected to reflect the final figure of 64.2%. In-state promotions will emphasize the "Colorado Wine Country" theme and will be carried on radio, television, RTD bus boards and (limited) newspaper.

The VCB received bronze awards from Hospitality Sales & Marketing Association International for the website and the direct mail campaign. This is the 8<sup>th</sup> consecutive year the VCB has received awards in this international competition.

A quorum was assembled at 3:50 pm and the meeting was called to order at that time.

MINUTES OF JANUARY 11, 2000: Dan Sharp moved the minutes be approved as written, Brad Higginbotham seconded; passed unanimously.

BOARD BUSINESS: The Chair welcomed Peggy Page to the Board. Other newly appointed members are Linda Smith and Chris Blackburn, both of whom had prior out-of-town commitments today.

The annual retreat will be held Tuesday, April 4. Powderhorn submitted a proposal; staff also requested a proposal from UTEC. The Board accepted the Director's recommendation for Jasper Welch to serve as facilitator. Mr. Welch has broad experience in tourism and government. He facilitated the Colorado Travel & Tourism Authority/Colorado Tourism Board/Governance Committee planning session last year and guided the group toward a very positive result. Mr. Welch's proposal is to conduct the 1-day retreat and a several hour review session 4-5 months later to see if we're staying on target with goals and strategies developed at the retreat.

Special Events: Board members will serve as liaison with the following funded events:

Sierracade Mega Rally – Wade Haerle

Valley Pride Festival – Brad Higginbotham

Celtic Festival – Peggy Page

Kokopelli Pursuit Adventure Race – Chris Blackburn

Chet Peach Ride, Race & Roast – Linda Smith

Expand the Tent: Skip Ahern, owner of the RV Ranch, would be interested in joining the VCB's programs if the Board would amend the participation fee from 3% of gross receipts to 3% of the increase over his previous year's business. Mr. Ahern also asked the VCB to be a co-op partner at the Denver Sport, Boat & RV show at a cost of \$900, ½ the booth expense. The Board declined both offers.

JUCO: Sam Suplizio requested the VCB participate as a sponsor at the \$1,000 level, the same as 1999. Dan Sharp moved the VCB be a sponsor at the \$1,000 level and that the funds be paid from the Special Event account; Brad Higginbotham seconded, passed unanimously.

Country Jam: The Director met with Country Jam representatives, who asked if the VCB would provide financial sponsorship to the festival. The Director discussed Special Event funding and suggested instead that there may be an opportunity for joint promotions. The matter is tabled until the March meeting.

STAFF REPORTS: The Visitor Center was very quiet in January. We've begun volunteer recruitment for the year. Bob Farrell, one of our long-time volunteers, is working on video PSAs while staff is developing a recruitment program using traditional methods such as RSVP.

The Sales Division was very busy during January. Fourteen sales leads were issued and staff worked with the Adam's Mark to develop a new promotion piece for distribution to tour operators.

HOST REMARKS: Jane Fine-Foster, CEO of St. Kathryn Cellars, welcomed the Board to the winery and event center. Connie and Fred Strothman own both St. Kathryn's and Rocky Mountain Meadery. St. Kathryn's produces traditional wines while Mead and Carbonated Cider are offered at the Meadery. The event center, which features a full catering kitchen, has been very well received and over 40 weddings are booked for the coming year. St. Kathryn's will sponsor numerous special events including gourmet dinners, a Sunday brunch and a watercolor show.

Brad Higginbotham moved the meeting adjourn, Dan Sharp seconded; there being no further business the meeting was adjourned at 4:50 pm.