

GRAND JUNCTION VISITOR & CONVENTION BUREAU  
MINUTES OF THE  
BOARD OF DIRECTORS MEETING  
MAY 9, 2000

PRESIDING: Bill Mears, Chair

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

MEMBERS ABSENT: Robin Kleinschnitz, Dan Sharp

STAFF PRESENT: Debbie Kovalik, Erin Chapman, Judy Shormann, Sharon Delay, Barbara Bowman, Irene Carlow

GUESTS: Walt Orloff, Richard Tally, Linda Hill, Jasper Welch

The meeting was called to order at 3:08 pm.

MINUTES OF MARCH 14, 2000: Wade Haerle moved the minutes be approved as written, Brad Higginbotham seconded, motion carried.

The Chair recognized volunteer Walt Orloff and presented him with a pin signifying 2,000 hours of service at the Visitor Center. The Visitor Center could not operate without our staff of dedicated volunteers and we are very fortunate to have Walt as part of our team.

HOST REMARKS: Richard Tally, owner of Days Inn, Budget Host and Mesa Inn, welcomed the Board and thanked the VCB for its efforts on behalf of tourism in the Grand Valley. Richard pointed out that the VCB's latest direct mail piece states Grand Junction has "1,000 first class rooms". He feels that the Bureau directs most of its effort toward promoting the larger hotels at the expense of smaller properties. The VCB's materials should present the total number of rooms in the city in order to be inclusive of all properties, not just full-service hotels. The Director responded that this particular brochure was designed as a direct mail piece targeted to meeting planners and was not meant to exclude any hotels, but to represent a high number of quality rooms that also represent the room block available to planners. The majority of the VCB's materials are designed for broader, more general markets and do include all properties that collect the lodging tax.

BOARD BUSINESS: A workshop to review Special Event applications will be held Tuesday, June 13 immediately before the regular monthly meeting. The workshop is tentatively scheduled to begin at 1:30 pm; the Chair will determine the start time depending upon the number of applications received. The agenda and applications will be mailed Wednesday, June 7.

A Request for Proposal (RFP) for advertising agency services will be issued this year. The advertising contract is for a 3-year period, renewable annually; the current contract period expires December 31, 2000. The first step is to issue a Request for Qualifications (RFQ); respondents provide details about the agency and its staff to demonstrate the agency's ability to

meet the VCB's established criteria. Qualified applicants are selected to make a formal presentation to the Board, VCB staff and City purchasing manager. Presentations are scheduled for Tuesday, September 26; Board members are asked to set aside the entire day for presentations and discussion. The Director and City Purchasing Manager will work together to set the schedule for publication and review of responses. When the last RFP was issued in 1997, responses were received from Hill & Tashiro and one agency in Boulder; the Boulder agency did not meet the minimum qualifications. Hill & Tashiro developed and presented the "Landscape of Adventure" campaign and was awarded a 3-year contract for the period 1998-2000.

**HILL & TASHIRO MARKETING & ADVERTISING:** Linda Hill played the radio spots that will air on Denver stations.

Two additional website URLs have been registered: [www.visitgrandjunction.com](http://www.visitgrandjunction.com) goes directly to the VCB's existing site; [www.coloradowinecountry.com](http://www.coloradowinecountry.com) features the Colorado Wine Country Tours, a separate page with details about each winery and a link to the VCB's site. Linda asked for direction on incorporating these two URLs into the marketing efforts. A discussion followed about the new web addresses: their use within the overall advertising campaign; the image of each; if they are easy for consumers to remember. Each Board member offered comments and a majority indicated that they prefer the [coloradowinecountry.com](http://coloradowinecountry.com) be used in all the Front Range advertising to reinforce the Colorado Wine Country image.

The press conference launching the Wine Country Tours was very successful. The Denver Post ran the story with a color photo on the front page of the 2<sup>nd</sup> section.

**RETREAT FOLLOW-UP:** Jasper Welch distributed and reviewed the Executive Summary, Survey and Workgroup Notes from the April 4 retreat. The top three priorities identified are:

- Increase economic impact/measurements
- Communications strategies
- Packaging and positioning

Committees will be formed to work on each of the three issues. Board and staff were asked to indicate their preferences for committee assignments.

Alan Friedman moved the meeting adjourn, Peggy Page seconded; there being no further business the meeting was adjourned at 5:10 pm.

2000 BOARD RETREAT FOLLOW-UP  
COMMITTEE PREFERENCES

Increase Economic Impact/establish measurements

(1<sup>st</sup> choice)

Bill Mears  
Peggy Page  
Wade Haerle  
Linda Smith  
Irene Carlow

(2<sup>nd</sup> choice)

Debbie Kovalik  
Erin Chapman

Communications/strategies

(1<sup>st</sup> choice)

Debbie Kovalik  
Erin Chapman

(2<sup>nd</sup> choice)

Bill Mears  
Brad Higginbotham  
Linda Smith  
Barb Bowman  
Beverly Craddock  
Irene Carlow

Packaging & positioning

(1<sup>st</sup> choice)

Alan Friedman  
Brad Higginbotham  
Beverly Craddock  
Barb Bowman

(2<sup>nd</sup> choice)

Wade Haerle  
Peggy Page