

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE
BOARD OF DIRECTORS MEETING
February 13, 2001

PRESIDING: Peggy Page, Vice Chair

MEMBERS PRESENT: Bill Miears, Kevin Reimer, Jane Foster

MEMBERS ABSENT: Chris Blackburn, Linda Smith, Wade Haerle, Larry MacDonald, Alan Friedman

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

GUESTS: Anna Maria Ray

HOST REMARKS: Rich Helm, Executive Director of the Museum of Western Colorado, hosted the Visitor Center volunteers on a tour of the Museum immediately preceding this meeting. Rich acknowledged the volunteers' contribution in helping to build the Museum as a destination attraction. Interior and exterior improvements are being made at Dinosaur Journey and staff is working to form a recreation/entertainment partnership with Fruita State Park. Partnerships and co-operative opportunities with Mesa State College are also being explored. David Bailey has received international recognition for his work in proving that Alferd Packer did not murder his companions. The Discovery Channel and ITN (London) will film documentaries on the new information discovered by David and his collaborators.

The Vice Chair noted that a quorum is not present; a general discussion of agenda items will proceed.

BOARD BUSINESS: The Vice Chair welcomed two new members, Jane Fine Foster and Kevin Reimer.

Annual Retreat An all-day retreat will be held Tuesday, April 10; discussion topics will include review of Special Events and 2002-2003 budget planning. Staff will prepare a list of possible locations in Grand Junction and Montrose.

HILL & COMPANY: Regional, non-traditional advertising opportunities are still being investigated. 16th Street Mall buses will again be utilized, but the cost has nearly doubled from last year. Billboards are terribly expensive and may have to be removed from consideration for the current year. *Gourmet* and *Wine Enthusiast* are definite; however we could run twice in both publications if the Wine Board can co-op with the VCB. The Wine Board and VCB joined forces for a 2-page spread in the Official State Vacation Guide. Website revisions – which will include a complete redesign of the creative and site architecture – are in progress. The VCB will participate in the colorado.com banner rotation program.

The 2000 Occupancy/Average Daily Rate Study is complete. Average annual occupancy is even with 1999 at 64.3%; the average daily rate of \$60 represents a \$2 increase over 1999.

The 2001 Marketing Plan was distributed.

STAFF REPORTS: Candidates for the Promotions Coordinator will participate in an assessment center Tuesday, February 20.

Council is reviewing the City's use of the 13 Boards and Commissions that Council either makes appointments for membership and/or has some jurisdictional oversight. Staff will keep the Board informed of Council's progress as it relates to the VCB Board.

Rocky Mountain Symposium Barb Bowman thanked the Board for their support and staff for their extra efforts in making the Symposium a success. We have received very positive evaluations and all our partners look forward to the long-term benefits of hosting this very important show. Barb will attend ITB in Berlin, Germany February 28-March 10 and will meet with several tour operators who attended the Symposium.

OTHER BUSINESS: Walker Field will host the March 13 meeting.