

GRAND JUNCTION VISITOR & CONVENTION BUREAU  
MINUTES OF THE  
BOARD OF DIRECTORS MEETING  
May 15, 2001

PRESIDING: Wade Haerle, Chair

MEMBERS PRESENT: Bill Miears, Kevin Reimer, Jane Fine Foster, Linda Smith, Peggy Page, Alan Friedman

MEMBERS ABSENT: Larry MacDonald, Chris Blackburn, Frank Bering

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

GUESTS: Sharon Vogel, Donna Haskins, Brenda Harrison, Anna Maria Ray

The meeting was called to order at 3:02 p.m.

VOLUNTEER RECOGNITION: Sharon Vogel and Donna Haskins were each recognized for volunteering a total of 1,000 hours at the Visitor Center. Shirley Bonatti, who was unable to attend, is the first volunteer to reach 3,000 hours. Layne Whyman showed the Board two "Volunteer Hour Club" plaques that will be displayed in the Visitor Center. Volunteers' names will be added to the plaques as they achieve 1,000 hours, 2,000 hours and 3,000 hours. Fourteen volunteers' names are on the 1,000 hour plaque; Walt Orloff has given 2,000 hours and Shirley Bonatti, 3,000 hours. The Chair thanked the volunteers for the generous contributions to the VCB and the community.

HOST REMARKS: Brenda Harrison welcomed the Board and described the numerous upgrades and improvements being made at the Ramada. New carpet has been installed; all rooms are equipped with dataports; all rooms now have either a king or 2 queens. Meeting rooms will be remodeled this fall including new divider doors and lighting. Non-smoking rooms have increased from 65% 8 years ago to 88%. The majority of Ramada guests are transient travelers (many going to/from Las Vegas or Lake Powell); training sessions account for a good portion of their business in Fall and Winter.

BOARD BUSINESS: Special Events The policy, application process, Board evaluation sheet and reporting procedures were discussed in-depth at the April retreat. The proposed revisions were reviewed in detail. Alan Friedman moved that the Special Event Funding Policy be revised as follows:

- The three-year funding restriction is lifted.
- The June funding cycle is discontinued.
- Shoulder season is defined as March, April and October.
- The funding Agreement and attachments that meet all requirements of the Agreement must be received at the VCB 60 days prior to an event, rather than 30 days prior.

Peggy Page seconded, approved unanimously.

The review form point system was also discussed. Alan Friedman moved the following revisions to the Special Event Fund Request Review Form be adopted:

Annual event	10 points
Repeat Event	(2nd year = 20, 3 <sup>rd</sup> = 10, 4 <sup>th</sup> = 0, 5 <sup>th</sup> = -10 etc.)
Identify with Grand Valley	(In City = 30, In County = 20, Out Of County = 0)
Scheduled:	
Off-season	(20 points)
Shoulder season	(10 points)
High season	(0 points)
Non-profit	(20 points, 0 if for profit)
Obtaining funds from other city sources	(-20 points)
Is event open to the public?	(if yes, 20 points, if not, -30)

Funds will be distributed after compliance with all terms of the funding Agreement.

Bill Miars seconded, passed unanimously. The Board's recommendations will be presented to Council at the regular meeting June 20 at 7:30 pm. Board members are encouraged to attend, along with the Director, to present these policy revisions.

Applications for the second funding cycle of 2001 are due by 5:00 pm Tuesday, June 5. An application review workshop will be held Tuesday, June 12 from 2:00-3:00 pm (immediately before the regular monthly Board meeting). Funding recommendations will be presented to Council at the June 20 meeting.

Olympic Torch Relay The Director reported that Grand Junction will host the Relay on Saturday, February 2, 2002; this is the last overnight stop before the Relay enters Utah. National sponsors of the event are Chevrolet and Coca-Cola. The City is the "gatekeeper" of this event by virtue of the numbers of City departments directly involved. The torch will arrive in Grand Junction approximately 5:00 pm. A downtown event is planned and attendance is expected to be similar to that of the annual Parade of Lights. NBC's evening news will have some coverage of each location each day, but local sponsors are expected to get little recognition. The City is committed to absorbing the cost of City employees whose time is essential to the event (e.g., police and emergency services, Public Works). The VCB will also be involved with the event; because it will be on Saturday, the potential exists to attract residents from communities north and south of Grand Junction. The Director believes this is an opportunity for the Bureau to do something directly in our community, increase national awareness of Grand Junction and possibly increase residents' understanding of what the VCB does. The Board agreed that contingency money or the balance of Special Event funds not awarded in 2001 could possibly be earmarked to assist with sponsorship. The Director will keep the Board informed as plans for the event proceed.

HILL & COMPANY: Elements of the summer campaign were presented:

- Redlands Mesa Golf Club and the Rocky Mountain Open Golf Tournament will be highlighted;
- Bike events will be featured throughout the summer in mountain community newspaper ads;

- 16<sup>th</sup> Street Mall bus boards will run June – August
- Jazz/progressive rock radio stations KBCO/103.1CD and Denver TV 7 will be utilized

The online survey began at the end of April; respondents are eligible to win a variety of prizes. A mock-up of the new web design was displayed. VCB staff will upload and control 55% of the information. Research on the Wine Country campaign will continue with Front Range focus groups (one user, one non-user) in Golden on Tuesday, May 22.

OTHER BUSINESS: Peggy Page requested that a Board Attendance Policy be placed on the June agenda.

(Wade Haerle left the meeting.)

STAFF REPORTS: Recent national research indicates that Colorado is the #3 destination of choice, after Florida and California.

Beginning June 1, Delta/Skywest will provide daily jet service from Salt Lake City.

Colorado Wine Country Tours Co-op The Director reported that there are 17 paying partners in the co-op this year. Three transportation companies (GISDHO Shuttle, A Touch With Class Limousine and Jurassic Tours) have established “Grand Valley Winery Tours” separate from the co-op and have printed their own rack card. GISDHO Shuttle participates in both wine tour operations, offering only van tours as part of the co-op but offering both van and limo tours through “Grand Valley Winery Tours”.

The Director stated that the VCB is currently displaying and distributing only the co-op brochure and refers callers to the co-op partners. Alan Friedman stated that the VCB’s mission is to bring people to Grand Junction. Therefore, is it appropriate not to distribute all brochures? The Director replied that GISDHO has agreed that, within the co-op, they will offer the only shuttle van, Absolute Prestige Limousine will offer the only limo and referrals will not go to the competing limo service. Alan stated that referrals to specific services/business should not be the concern of the VCB. Linda Smith said it is appropriate for the VCB to help facilitate the co-op because co-op members have paid to be on the rack cards. Alan replied that the VCB’s financial involvement in a program has no bearing on who we promote. The mission statement is to promote the entire area, not one group over another.

The consensus of the Board is that staff can use the co-op rack card as the primary source of information when responding to telephone inquiries. The “Grand Valley Winery Tours” rack card will be displayed in the Visitor Center if the request is made and a supply is provided.

The meeting was adjourned at 5:15 p.m.