



GRAND JUNCTION, COLORADO

V I S I T O R & C O N V E N T I O N B U R E A U

GJVCB MEETING MINUTES
TUESDAY, FEBRUARY 12, 1991
DOWNSTAIRS CHAMBER BOARD ROOM

Present: Kathy Voth, Judy Manning, Juli Cogdill, Debbie Kovalik, Linda Hill (Tashiro Advertising), Frank Bering, Tom Ralser, Vicki Felmler, Barb Bowman, Conner Shepherd, Cindy George, Denny Neilson (Clifton Inn), Char Hinz and Norm Cook (Holiday Inn), Karen Berryman (Thrifty Car Rental), Steve Ingliss, Jay Cozza, Hank Schoch, Bill Prakken, Earlin Farber, Rhonda Bever, Nancy Ellyson, Keith Olson, Jody Kole, Diane Schwenke

Don Bramer brought the meeting to order. Frank Bering moved that the minutes of the January 8 meeting be approved as written. Cindy seconded the motion which passed unanimously.

BOARD ITEMS

Tour Around Colorado is scheduled for June 21 - 23 at the Colorado Convention Center. Vicki Felmler is this year's committee chairman and is planning an organizational meeting for sometime in March. Board members should begin thinking about anything new or different they would like to do this year. Of particular concern will be the number of booth spaces (at least two and maybe 3) as well as use and placement of the Dinosaur Valley Dinosaur. After a brief discussion the board reached a general consensus that items would not be offered for sale from the VCB Booths.

According to Tom Ralser the Hospitality Training Program is scheduled for kick-off on March 17. Judy Manning will be conducting Colorado Loves Company training sessions on March 5 and 6 for the volunteers. Kelly Treweiler will participate in the March 5 session. Board members are encouraged to attend. The contract for Judy's services was completed and became effective February 1. Debbie will consult board members to find out when they would like a training session scheduled, providing Judy with at least 2 weeks lead time.

VCB Staff has received several requests for use of the trade show booth. While board members want to use the booth to increase Grand Junction's exposure, they were also concerned with the potential for damage to the booth and its photographs. Frank Bering and Juli Cogdill will develop a policy for use of the booth. Debbie was concerned that the booth not be loaned out pending the outcome of litigation over a slide that was lost during production of the booth. It was agreed that the booth not be loaned out until after development of the policy.

Scheduling of the VCB Board's '91/'92 Retreat was tabled for discussion on the next agenda.

DIRECTOR'S REPORT

The new 6 month 1991 contract for services and office space with the Chamber of Commerce has been approved by the City Council and will become effective on March 1.

Judy invited all board members to attend the "We Love Volunteers" Tea to be held at the Visitor Information Center on February 14 from 3 to 5 pm. She also passed out the statistics for visitors to the center from 1988 to 1990. Conner noted that visitors were down a little from November on when compared to 1989 statistics. Debbie will look at the figures and do more speculation on the effect of the Gulf Crisis on potential travel and projected lodging tax collections.

Barbara Bowman presented the attached group sales updates. She has sent out bids on two meetings and has been developing computerized and hard copy tracking systems. She has been meeting with hotel owners and managers and plans to continue.

Linda Hill of Tashiro Marketing and Advertising reminded the board of the scheduled research sessions on February 19 and 20. Grand Junction ads are currently appearing in Ladies Home Journal, Midwest Living, Southern Living, and Texas Monthly.

NEW BUSINESS

In the past the VCB's policy has been not to fund special events. Conner Shepherd felt that it might now be time to reconsider this policy. He prepared a possible plan for consideration but before going over it he asked the board if they were interested in funding special events. Vicki Felmlee said that her understanding from the City Council after the meeting the board had with them was that they liked the VCB's current Special Events Funding policy. In addition the 1991 budget has been allocated and approved. Funding Special Events at this point would mean taking away from other planned expenditures. She felt that the policy was just fine for now but perhaps a committee should be formed to look at it for the future.

Tom Ralser agreed with Vicki. He likes special events but can't get past the difficulties presented by administrative procedures.

Frank Bering said that he felt funding of special events was a can of worms that should be opened slowly. Though he felt that the Tour of the Moon was a great event, he didn't see how the VCB could fund it at this time.

Juli felt that the VCB was in place with a policy for now but that a committee should be formed to look at funding down the road for the 1992 budget.

Conner said that he had spent 5 days working on the special events

funding plan and was in favor of considering funding these events.

Cindy felt that though the VCB can't do anything this year it should start working on a plan. She felt that the City Council was open to suggestions the VCB might propose.

Conner said he heard the board saying two separate things: 1) That it would take time to develop a new policy and 2) they sounded interested in looking into a funding policy.

Don Bramer asked why it should take any more time to decide whether or not to fund special events. The next Board meeting was planned for a month from this one and the Board should know by then if they felt it was necessary to develop a policy. He then opened the topic for general discussion.

Bill Pewters of the Daily Sentinel came on behalf of the Tour of the Moon. He has been in charge of promotions for the Daily Sentinel for 8 years and involved with the race since 1981. He said the committee had poured its guts into the race and it was very hard to maintain the peak of begging it took to keep it going. The community was now in the best position because the race no longer belonged to Coors, it belongs to Grand Junction and stays here for 2 to 3 days. The committee is now through begging and out of money.

Bill Prakken of the Grand Junction Bike Race Committee said that the race had been here for a long time. It had gotten money from the City of Grand Junction and the Chamber at one time. Because they can't charge admission to the race they sometimes lose money. Sales of T-shirts and other souvenirs are not enough to fund the entire event. Without VCB funding this year he said there would be no event. Their sources of funding have dried up in part because since the advent of the lodging tax the race's former potential donors think that the VCB should be helping with funding. He felt that the right kind of event would do a world of good for the community. He liked the criteria presented in Connor's plan.

Conner said that Bill's comment that people think the VCB is here to fund special events concerns the VCB Board. Bill said that nevertheless that appeared to be the fact. Tom asked if VCB funding would make or break the event. Bill said that was definitely the case. There would be no race this year if there was no funding and without one this year there might never be another one. He suggested that when participants sign up, they could be required to fill out information on where they were staying and eating to provide the VCB with valuable research information.

Denny Neilson of the Clifton Inn and the Rodeo Committee said that even with budget constraints the VCB should look at events and the return on investment.

Char Hinz of the Holiday Inn had handed out packets regarding the

value of special events to various communities. Colorado Springs said the return on their \$75,000 investment was \$400,000 (in paid equivalency advertising exposure). A rodeo in Scottsdale had provided a return of \$1,000,000 for their \$30,000 investment. Tour Operators she spoke with were also interested in scheduling tours around special events. She sees the VCB marketing heavily for high season but felt that special events could increase shoulder season business.

Nancy Ellyson asked about the excess funds available from 1990. She wanted to know if they had been rolled over and were they available for use. Conner said it was his understanding that the 1989 rollover was approximately \$100,000 and had been budgeted for a minimum fund balance and for capital reserve anticipating inadequacies in the current VIC for maybe 5 years down the road.

Hank Schoch representing the Bike Race Committee suggested that the VCB needed to look at the possible spin offs related to special events. As a result of the Tour of the Moon, a movie had been filmed in Grand Junction resulting in expenditures of \$54,000 per day. The people who saw the movie took away lasting positive impressions of the area. He had also worked with many race promoters and said that Jay Cozza was the best he had ever worked with in complying with regulations and reducing possible damage to the Monument.

Karen Berryman of Thrifty Car Rental said that Grand Junction needs to sell more than just rocks and give people some reason to come back. Funding Special Events seemed to fit best with the VCB's current marketing. Don Bramer pointed out that the VCB was chartered to market what already existed.

Jay Cozza then presented the attached comments on the value of the Tour of the Moon and the dollar amount required to make the race happen.

Vicki Felmlee said that she was concerned about the fact that the Tour of the Moon would have to continually ask for money and would like to see them work on self-sufficiency.

Bill Prakken said that they would continue to develop community support. Jay indicated that their drop dead date for finding out about funding was one week. Don said he appreciated the committee's presentation but was not sure they would be able to accomplish that in 7 days. Their request was for \$10,000.

The Board discussed meeting again on the Tour of the Moon matter in order to be able to put the question to the Council if necessary. Juli moved that the Board meet again on Friday, February 15 to take action on the Tour of the Moon request. Cindy seconded the motion which passed with a vote of 6 to 1.

Conner asked Jay Cozza to provide the board with additional information using the draft funding policy as an application form.

Vicki moved to adjourn the meeting, Juli seconded it and the meeting was adjourned.

Special enclosures are available with the City Clerk's copy of the minutes and with the VCB copy of the minutes. Please call if you would like to see them.