

Visitor & Convention Bureau
Grand Junction, CO

December 17, 1991
3:30 p.m.
Chamber of Commerce Building

**MINUTES
of the
BOARD OF DIRECTORS**

PRESIDING: Juli Cogdill

MEMBERS PRESENT: Cindy George, Frank Bering, Tom Ralser, Steve Hilliard, Dennis Wagner

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

GUESTS PRESENT: Linda Hill, Cindy and Bob Sherrill, Gay Hammer, Larry Seibert, Margy Masson, Stephen Smith, Richard Sims, Don Zarndt, Judy Kennedy, Clyde Jorgensen, Nancy Ellyson, Char Hinz, Karen Berryman, Jody Kole

MINUTES OF THE NOVEMBER 12 1991 MEETING: Frank Bering moved the minutes be approved; Cindy George seconded; approved unanimously.

BOARD ITEMS

OFFICE LEASE: At 2:30 today, the Director, Jody Kole and John Shaver met with Greg Hoskin and Betty Bechtel. Chamber representatives assured the Director the lease would be signed tomorrow, December 18. The Chamber disagrees with the City in its interpretation of modifications necessary to comply with the ADA. The Chamber elects to make the changes it deems necessary and will indemnify the City regarding ADA compliance. The Chamber will not install an automatic door opener but will make some modifications to the restrooms and outside railings. A procedure for use of the first floor conference room during non-VCB office hours will need to be developed to provide handicap access to the restrooms. Current schedule is for the VCB to have possession of 845 sq ft by January 1, 1992 and the entire 1,300 sq ft by January 15. Conference room remodeling is to be completed by March 1, 1992. Dennis Wagner expressed his appreciation to both the VCB and the City for their efforts in working with the Chamber.

SPECIAL EVENTS: Representatives of three special event funding applicants made presentations to the Board:

Cowboy Poetry Gathering (Richard Sims, Ronna Lou Sharp, Tom Sharp) - Participants will represent a variety of regions and backgrounds; this will not be a "contest". Advertising has already begun; this event will definitely be held, but cannot

be as currently planned without VCB funding; Richard Sims questioned timing of approval and ability to fund events held early in the year.

Kite Festival (Judy Kennedy) - Both participants and spectators will come from out of the area; estimates 200 people overnight; funds will be used for brochure printing and a calendar of events.

Colorado Valley Wine Festival (Gay Hammer, Stephen Smith) - Festivals are very popular way to promote local wines; looking for a "partner" to work with; funds will be used for direct marketing; envisions combination of seminars, tastings, daytime events and winery tours; activities would be at hotels, participating restaurants, Palisade. Timing is open; Labor Day weekend would be ideal if doesn't compete with local or state event.

The Director will develop a letter responding to all applicants advising them of the Board's which recommendations will go to Council the first meeting in January.

In consideration of the Film Commission representatives present, New Business was called up on the agenda. The special events discussion will continue at 1:30 Monday, December 23, 1991 at the Grand Junction Hilton.

NEW BUSINESS

Lana Turrou addressed the Board on behalf of the Film Commission at the suggestion of City Council. The Commission is requesting \$5,000 funding from the VCB, to be used for direct mail, print media and expenses to attend Show Biz Expo in Los Angeles. Ms. Turro explained that the Commission must receive 30% of its funding from governmental or quasi-governmental sources. Two commercials, both shot on the Monument, are currently being aired.

Tom Ralser questioned the lack of documentation for the Commission's reported \$478,000 economic impact. Lana stated that expenditures are provided by production companies. Names of companies are kept confidential, but she would be willing to work toward providing detail (e.g., hotels, meals, auto rental). Steve Hilliard asked if this is a one time or continuing request; he also noted that, with a total budget of \$10,000, the 30% requirement would be \$3,000 rather than the \$5,000 request. Lana acknowledged that this would be an annual request and would increase as the Commission's budget increases. Cindy George asked the Board to keep in mind that, if the Film Commission is successful, other agencies may come to the VCB for funding.

This request would not fall under Special Events funding because it is not an individual event. The VCB has control over Special Events funds, but what control would there be over the Film Commission? Char Hinz suggested someone from the VCB sit on the

Commission Board. Don Bramer pointed out that the City Attorney would have to prepare an agreement before funds would be available to this or any other group and noted that any funds originating from the VCB would be subject to City auditing procedures. Don suggested that the Commission refine its request to a proposal showing exact costs for specific items such as direct mail, printed material, photography, etc. Steve Hilliard stated that production companies pay the "going rate" with some spending more freely than others. He suggests that the hotels should participate financially on the industry side.

Board members noted that the City's fiscal year ends December 31 and the VCB's 1992 budget was approved some time ago; a discussion of the budget followed. Frank Bering requested the Commission provide more details concerning both economic impact and proposed uses of requested funds for the Board's review.

DIRECTOR'S REPORT:

The DDA would like an opportunity to update the Board on plans for downtown. Steve Hilliard and Don Bramer volunteered to meet with DDA representatives.

TASHIRO: The advertising budget will be finalized in January. This year's research will be different than the focus groups and will incorporate more telephone research.

STAFF REPORTS

Barbara Bowman reported that Nippon Travel representatives came in for a second trip; they went to a dinosaur dig site and had a picnic on the Monument. Our package is going to Nippon's committee for a decision. Barbara has received good responses from travel agents on train packages.

Due to the lateness of the hour, Don Bramer moved the meeting be continued to 1:30 p.m. Monday, December 23, 1991 at the Grand Junction Hilton. Frank Bering seconded; passed unanimously.

MEETING RECONVENED AT 1:30 P.M., DECEMBER 23, 1991, HORIZON ROOM OF THE GRAND JUNCTION HILTON

Juli Cogdill called the meeting back to order.

Members present: Tom Ralser, Paul Nelson, Steve Hilliard, Cindy George, Frank Bering.

Staff Present: Debbie Kovalik, Barbara Bowman, Judy Manning, Irene Carlow.

The Director reviewed the Special Events Committee meeting December 4. At the time, the Board identified the top six events; discussion evoked questions about three events (Kite Festival, Cowboy Poetry Gathering, Wine Festival) because they were new and event

representatives were asked to address the Board. A consensus was reached that the top six applicants the most unique events; represented the best investments as downpayment ("seed money") in building new events; would draw visitors from out of town; and identify with and promote Grand Junction. Committee funding recommendations were:

Dinosaur Days	\$3,500
Kokopelli's	3,000
Wine Festival	7,500
Cowboy Poetry	7,500
Renaissance Faire	2,500
Kite Festival	1,000

Discussion of Special Events funding followed: None of the applicants appeared very organized, there was a general lack of attention to detail, and few events attempted to raise funds from other sources. The Board is looking for events that meet the criteria set out in the Policy; the full \$25,000 will not be funded just because it is budgeted. Could a current event grow and prosper with VCB input and funding? Would we get better results and return on expenditure if the entire amount were given to one event? What does the VCB want beyond the specifics in the Policy? How involved does the VCB want to be and how much staff time will be diverted to Special Events? Would fully funding any event take away incentive and motivation? A distinction must be made between a special event and convention servicing. Board members agreed to be "assigned" to an event -- to attend some meetings and keep close ties with organizers as event is progressing. The consensus was that a formula be developed for allocating funds to the top six events. Agreement was reached that the top three events would receive 100% of their request and the next three would receive 50% of their request.

Tom Ralser moved that 1992 Special Events be funded as follows:

Kokopelli's Supermarathon	\$ 3,000
Dinosaur Days	\$ 3,500
Colorado Valley Wine Festival	\$10,000
Cowboy Poetry Gathering	\$ 4,722
Renaissance Faire	\$ 2,500
Kite Festival	\$ 1,000

Cindy George seconded; passed unanimously.

These recommendations will go to Council the first week in January. The Director will work with the City Attorney to prepare an agreement between each event organizer and the City. The Board recommends disbursing 50% of funds 180 days prior to the event and 50% 90 days before the event. Funds should be used for promotional items only that are consistent with the mission of the VCB.

Cindy George moved the meeting adjourn; Frank Bering seconded. There being no further business, the meeting was adjourned.