

Visitor & Convention Bureau  
Grand Junction, CO

November 12, 1991  
3:30 p.m.  
Two Rivers Plaza

**MINUTES  
of the  
BOARD OF DIRECTORS**

PRESIDING: Juli Cogdill

MEMBERS PRESENT: Cindy George, Frank Bering, Tom Ralser, Paul Nelson

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

GUESTS PRESENT: Jody Kole, Linda Hill, Barbara Creasman, Liz Lynch, Ron Halsey, Steve Werges, Greg Schaefer

MINUTES OF THE SEPTEMBER 17, 1991 MEETING: Frank Bering moved the minutes be approved; Tom Ralser seconded; approved unanimously.

BOARD ITEMS

VISITOR INFORMATION CENTER LEASE: Monument Realty is drafting a one year lease with a one year renewal option. The Director expects to receive that lease before the end of this month. Motion by Frank Bering: If the lease amount is within budget, the Director is authorized to take the matter to City Council without further Board discussion; Cindy George seconded; passed unanimously.

OFFICE SITE SELECTION: The Director and Jody Kole met with Diane Schwenke November 7 and discussed the VCB's needs and requirements. The parameters set by the RFP must be met; additionally, the Chamber proposal should include provision for a one year lease not to exceed the budgeted amount of \$10,000. The Director pointed out that a one year lease will give the City time to study the requirements of the ADA and also give the VCB Board the opportunity to fully consider options for combining the administrative office with the Visitor Center. A written proposal was anticipated today following Chamber Executive Committee meeting, but was not received. The next regular Chamber Board meeting is Thursday, November 21. Frank Bering voiced concern that time is short. The VCB must make a decision so that the 1992 advertising schedule and other administrative plans can move forward.

The Director reported that the Building Inspector's only question concerning his audit of the 200 Grand property is the number of handicap parking spaces. The Director also asked if one of the entrance doors could be automated. Bray representative Greg Schaefer cannot make a commitment without owner approval, but

certainly does not see a problem with re-striping the parking lot to accommodate additional handicap spaces. Concerning automated doors, he would expect the owner to comply with the ADA.

Tom Ralser asked if continuing negotiations with Bray may be sending a negative message to the Chamber. Paul Nelson said no, the Board is empowered to negotiate with any and all RFP respondents and if the Chamber does not meet the VCB's standards, the VCB will move. The Director noted that the Chamber Board is expected to vote on the proposal to the VCB at the November 21 meeting; any VCB Board members who can attend are encouraged to do so. The VCB Board will need to call a special meeting to consider proposals from the Chamber, Bray & Co., Walker Field and Monument Realty in order to get the matter on Council agenda December 2 and 4. **A special Board meeting will be held Friday, November 22, 1991 at 7:30 a.m. at the Chamber building.**

**SPECIAL EVENTS:** Each Board member was given a folder with the applications received. **The Board will have a special events workshop session November 25 at 3:30, at the Chamber building.**

**DIRECTOR'S REPORT:** The "Free-for-Fall" promotion was very successful; the participants booked nearly \$6,000 and all said they would join in a similar promotion. A big advantage of this type of promotion is that it allows participation by smaller properties that don't have an advertising budget. A copy of the Christmas package ad and the insertion schedule were distributed. Copies of the ad will also be distributed to the mall, Downtown Association and other entities to gain as much exposure as possible.

Paul Nelson reported that the Hotel Association luncheon on November 6 was very positive. The properties are very enthusiastic about what the VCB is doing for them. Paul was very pleased with the comments he received.

**TASHIRO:** A copy of the Marketing Plan Outline was distributed. The final Plan will include specifics, e.g., trade show dates, ad schedules, and an action calendar by month.

Paul Nelson asked about CAST advertising. The Director noted that the cost will be approximately \$1,400 more than the \$3,000 we have budgeted and suggested we discuss co-op opportunities with Delta and Montrose. The Board would like to continue the CAST advertising but wants to stay within budget; the Director was asked to follow up with Delta and Montrose.

Linda Hill briefly discussed the attractions focus session held this morning and distributed results of the October lodging focus group. Both groups identified signage and entryways as areas of interest/concern. Today's group requested the VCB provide more information about the area to both hotels and attractions in an effort to be more helpful to tourists; special event information was specifically identified. Neither group expressed an interest in hospitality training. While the lodging group focuses on the tourist experience, the attractions had greater concern for local

elected officials to develop a "long term vision" and "set the tone" for this area. Paul Nelson stated that he is hearing the same issues/concerns, e.g., signage, expressed from several different areas. From City Council point of view, it is encouraging to know that both individuals and interest groups share a common concern.

#### STAFF REPORTS

Judy Manning reviewed Visitor Center statistics. The senior population (RV crowd) represents the majority of visitors; requests for relocation information continue to increase. The volunteers worked a total of 440 hours in October, keeping the Center open 248 hours. Retail sales continue to be strong. A good turnout is expected for the Volunteer Appreciation Banquet this Thursday at the Hilton.

Barbara Bowman attended the NTA Fall Convention October 26 - November 2; this is the largest show of its kind in the US. We have five good leads, and the Hilton and Holiday Inn booked business at the show.

The Director pointed out that lodging tax revenues are up 16% over the same period last year and reminded the Board that October figures reflect collections for the month of September.

We are expecting a good turnout for the annual breakfast tomorrow. We will show the video and JUCO commercials as well as play the radio spots that aired in Denver. Harvey Tashiro will give an overview of our research and Linda Hill will recap our ad campaign.

#### NEW BUSINESS

Ron Halsey addressed the Board regarding the "Calling on America Campaign". This community partnership, formed in July, established six goals for the coming year, one of which is public restroom facilities in downtown. The group has made presentations to City Council, DDA, and Parks & Recreation; they are soliciting support from the VCB and would like to have a representative from the VCB on the committee. Over 1,000 signatures have been collected in approximately 2 weeks with minimal effort.

Liz Lynch advised the Board that she has been working with the business community regarding the Americans with Disabilities Act in an effort to educate the community. Few downtown businesses can look at complying individually, and need to look at how to make this work for everyone. It is her hope that the involved entities will look at the spirit of the law, not just the mandate.

The Director relayed Don Bramer's support for downtown restroom facilities.

Paul Nelson noted that the entire Council is committed to complying with the spirit of the Act. The City would like to get a consor-

tium to come together and, as a community, discuss the issue of public restrooms. All types of funding opportunities could be tapped and this project could happen quicker if everyone is involved.

Barbara Creasman, Downtown Development Authority, is working to get people together to talk, and sees a willingness to work together.

The VCB is researching the possibility of developing a "barrier-free" vacation and an audit of facilities and attractions will need to be done. The Director noted, however, one message from both the lodging and attractions focus sessions: we don't want to promise more than we can deliver.

Frank Bering will be the VCB's representative to the "Calling on America Campaign".

Designated motorcoach parking downtown was discussed. Barbara Creasman met with City staff; staff recommendation was to have drop off/pick up spots but to park elsewhere, perhaps at Two Rivers. There wasn't strong support to take large areas away from public parking.

**The December Board meeting will be on the 17th at 3:30 at the Chamber building.**

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