

Visitor & Convention Bureau
Grand Junction, CO

June 11, 1991
3:30 p.m.
Chamber Building

**MINUTES
of the
BOARD OF DIRECTORS**

PRESIDING: Frank Bering

MEMBERS PRESENT: Vicki Felmlee, Cindy George, Paul Nelson

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

GUESTS PRESENT: Linda Hill, Diane Schwenke

MINUTES OF THE MAY 7, 1991 MEETING: Vicki Felmlee moved the minutes be approved; Cindy George seconded; approved unanimously.

COMMITTEE REPORTS:

Tour Around: Vicki Felmlee distributed the final work schedule and discussed the give-aways. Staff will work with Vicki to coordinate transportation of the give-aways and brochures.

DIRECTOR'S REPORT

Response to the JUCO advertising has been exceptional. In the four days immediately following the games, the VCB received over 200 phone calls from 18 different states. Staff requested direction from the Board concerning non-commercial use of the spots that aired during the JUCO games. Staff has received inquiries from real estate agents, MCEDC and others requesting use of the commercials. Staff recommends that the tapes be available for non-commercial use only and that the requesting party pay KJCT for a copy of the tape. The Board accepted Staff's recommendation.

The Visitor Information Center had 2,718 visits in May, up from 2,511 the previous year. It was pointed out that the visitor numbers are actual visits to the center. Colorado Cellars has also reported increased visits to their facility, as a direct result of the VCB's marketing efforts.

Five responses were received to the RFP for a new Visitor Center location:

- the current location with improvements
- current landlord would build to suit in conjunction with an ATM
- build to suit, with long term lease, in front of the Best Western Horizon

- ground lease with a movable structure
- 744 Horizon Court

The Site Selection Committee will meet Tuesday, June 25 at 1:30 to review the proposals.

Barbara Bowman updated the Board on the FAM tours Staff has hosted this spring, along with a synopsis of the travel writers involved in those fams. Barbara also reported on convention servicing activities.

The Director discussed lodging tax receipts, which are up from last year. Staff has begun using a new reporting format to assist the Board in reviewing and comparing the monthly statistics. Ms. Kovalik reported that she has been nominated to serve as President of the Northwest Colorado Tourism Region. The Northwest Board meets monthly. This involvement will build notability for the area and its tourism marketing efforts.

The Director notified the Board of a joint Parks & Recreation/DDA/VCB meeting June 27, 1991, 7:00 p.m. at the Chamber building to discuss use of Two Rivers Convention Center.

Tashiro Marketing

Two 1991 radio commercials were played and schedules for those ads were reviewed. The next ad campaign will target Dinosaur Days; Rocky Mountain News ads will run July 7 and 14; the Denver Post ad will be July 14. Tashiro noted that the Rocky Mountain News has given us three four-color ads free, due in large part to the long-standing relationship the Director has with that paper.

The summer research project at the hotels will continue through the end of September. Each property will receive a confidential report relating to that facility; the Board will receive a report of the entire project that will depict a community profile of the individual traveler.

Criteria for video production were reviewed and a synopsis was presented of each of the 10 companies interviewed. Tashiro recommended the Board award the contract to Another Production Company because of their experience, capabilities, and ability to produce within the recommended budget. Vicki Felmlee moved to endorse Tashiro's recommendation of Another Production Company; Paul Nelson seconded. The motion passed unanimously. Tashiro also recommended that local models be used; Staff will assist with the talent search. It is hoped that sales of the video will help offset some of the production costs. The Board directed Tashiro to check the cost of formatting the video for European distribution.

Vicki Felmlee moved the meeting be adjourned; Paul Nelson seconded. There being no further business, the meeting was adjourned.