

Visitor & Convention Bureau
Grand Junction, CO

May 7, 1991
3:30 p.m.
Chamber Building

**MINUTES
of the
BOARD OF DIRECTORS**

PRESIDING: Juli Cogdill, Vice Chairman

MEMBERS PRESENT: Tom Ralser, Conner Shepherd, Vicki Felmlee, Frank Bering, Cindy George (following PSN discussion).

STAFF PRESENT: Debbie Kovalik, Judy Manning, Irene Carlow

GUESTS PRESENT: Diane Schwenke, Chamber of Commerce; Harvey Tashiro, Jody Kole.

MINUTES OF THE APRIL 9, 1991 MEETING: Frank Bering moved the minutes be approved as submitted; Tom Ralser seconded. Motion passed.

COMMITTEE REPORTS:

Hospitality: Tom Ralser advised the Board that Judy Manning's contract will expire at the end of June. Other options, such as month-to-month, should be explored. The June Board meeting would be the appropriate time to take action. A memo should be sent to Mark Achen, with an advisory copy to Council. Judy Manning presented the Ambassadorsaurus slide show.

Tour Around: Vicki Felmlee distributed a preliminary schedule and proposed budget. Response to give-aways has been slow, but there should not be a problem. The pros and cons of purchasing an animated dinosaur was discussed; the decision was not to make that purchase.

Special Events: Conner Shepherd reported that Council approved our draft policy with the revision that the VCB Board will present recommendations of events to be funded to the Council for final decision.

NEW BUSINESS:

Sam Suplizio spoke on behalf of Prime Sports Network concerning a national advertising opportunity during the JUCO championship game. The proposal is for sponsorship and broadcast rights to the championship series. The broadcast would reach PSN's 22 million subscribers, with the potential for additional re-broadcasts. The cost would be \$10,000 for a Friday night championship game, and

\$15,000 for both Friday and Saturday if the championship is on Saturday. Mr. Suplizio noted that if the VCB seizes this opportunity, as PSN grows, the VCB may be given preferential treatment for future advertising opportunities. Additionally, a contract will be signed at the beginning of the 1991 tournament to keep the JUCO tournament in Grand Junction in perpetuity.

If the Board approves the sponsorship, Tashiro Marketing would write the copy for three :60 second spots for a total of \$600. KJCT has committed to production costs not to exceed \$600 and would use both file footage and a video from the CTB that should be delivered this Friday. The final pieces must be sent to PSN by May 22, 1991. The Board recognizes the opportunity presented; the major concern is that the product must be of the highest quality.

Frank Bering moved that the VCB Board recommend to Council that a contract be entered into for sponsorship of the JUCO championship game (or games, if there is a Saturday championship). Conner Shepherd seconded.

A discussion of the financial impact followed: Contingency funds could be used to cover the entire cost, but would nearly deplete the contingency fund. A combination of contingency and 1990 carryforward could be utilized, thereby maintaining a balance in contingency. The Board directed Jody Kole and the Director to review the 1991 budget and select the best option for funding the buy. Mr. Suplizio stated that if the VCB will approve the expenditure of \$12,500 for both games, he will commit to the balance of \$2,500 either by raising the money from outside sources or paying it directly from JUCO. The Board approved paying the \$1,200 production costs from the video production line item within the existing 1991 budget.

Conner Shepherd moved the motion be amended to authorize the Director to initiate production of the video immediately. Vicki Felmlee seconded; production was approved unanimously. Juli Cogdill moved that Bering's original motion be restated as follows: To recommend to Council that the VCB contract with Prime Sports Network for sponsorship of and broadcast rights to the 1991 JUCO championship game, and extra game if a team comes through the losers' bracket to the championship game, at a cost of \$12,500. Tom Ralser seconded; approved unanimously. Frank Bering will present the item to Council at the May 13 workshop.

DIRECTOR'S REPORT

The Front Range radio campaign is in place. VCB advertising on KOA will leverage advertising dollars for JUCO coverage. Harvey Tashiro discussed radio campaign with Quiznos; King Soopers video promotion; KOA/Mike Rosen show promotion.

April 1991 lodging tax receipts are down slightly from a year ago, but there was no across-the-board decrease among properties. Visitor Center statistics are down slightly from a year ago.

The Site Selection Committee has recommended that an RFP be issued for the Visitor Information Center location. Specific needs that should be addressed in the RFP are: public restroom facilities, handicap access, visibility from a major thoroughfare, parking and signage.

Staff travel schedule through November was reviewed. The only new item is Barbara Bowman's trip to California with the CTB. She will be attending a national motorcoach travel trade show in Sacramento. We will not have to pay for a hotel, and the airline ticket was purchased at a reduced fare.

OTHER NEW BUSINESS

There was a brief discussion of the National Park Service's recent evaluation of the Monument. It is the Board's position that Council would be the appropriate body to make a decision on whether to endorse National Park status for the Monument.

A letter was received from the President of the Chamber requesting a Chamber representative be seated as an ex-officio member of the VCB Board. The Board looks forward to continued cooperation between the VCB and the Chamber, and would be pleased to have a Chamber representative present at all of the Board meetings. It was noted, however, that Board members are appointed by City Council and members of Board itself are not part of the appointment process.

The Board retreat has been re-scheduled for July 13-14.

The Director advised the Board that she is scheduled for jury duty the week of June 10 and, if selected for service, may not be present for the next Board meeting.

Conner Shepherd moved the meeting adjourn; Vicki Felmlee seconded. There being no further business, the meeting was adjourned.