

Visitor & Convention Bureau
Grand Junction, CO

April 9, 1991
3:30 p.m.
Chamber Building

**MINUTES
of the
BOARD OF DIRECTORS**

PRESIDING: Don Bramer, Chairman

MEMBERS PRESENT: Tom Ralser, Conner Shepherd, Vicki Felmlee, Cindy George, Frank Bering.

STAFF PRESENT: Debbie Kovalik, Judy Manning, Irene Carlow

GUESTS PRESENT: Diane Schwenke, Chamber of Commerce; Linda Hill, Tashiro Marketing; Herbert and Pauline Zummallen.

MINUTES OF THE MARCH 12, 1991 MEETING: Frank Bering moved the minutes be approved as submitted; Cindy George seconded. Motion passed.

COMMITTEE REPORTS:

Hospitality: Judy Manning advised that a press conference is scheduled for 9:00 a.m. Tuesday, April 16 at the Peach Tree Inn; orientation for the Peach Tree employees will follow the Press Conference. The one-half hour slide show/audio tape for the orientation is in the final stages.

Tour-Around: Most of the Board members will attend; we will have two booths. Expenses to take the dinosaur will be approximately \$1,000; criteria for the trade show display need to be verified. No decision has been made on purchasing bumper stickers.

Special Events: If the Board accepts the draft proposal prepared by the Committee, the proposal will need to be referred to the City Council for approval. Any proposal should be submitted to the Council this month, before the budgeting process begins, with the new policy effective calendar/fiscal year 1992.

A detailed review of the Fund Request Criteria Form followed (sample form attached):

Item 1 - the multiplier is a guide, not an absolute; the Board needs to set ranges of days and assign points.

Item 2 - intent of this item is to make our calendar of events stronger, but is not relevant in that it puts new events at a disadvantage; our goal is to bring in tourist dollars; a

one-time event can't be discarded out of hand if it is expected to have a significant economic impact.

Items 4 and 6 - tying these items together was discussed; the value of income generated during each season would have to be weighted; keeping visitors in the area an additional 1-2 days is the objective, not penalizing organizers for events in specific seasons; should an advantage be given to off-season events; should the weights assigned in Item 4 be adjusted; determine value of economic impact.

Item 6 - the dollar figure should be converted to the point system for consistency; ranges of income need to be set with points assigned to each range.

Item 7 - this item is inconsistent with funding non-profit events, although criteria does not exclude for-profit; funds provided to for-profit events could be considered seed money; any funding for events where profit is intended has to come from reimbursable funds.

Item 8 - can an event organizer secure funding from the private sector (i.e., bank loan); have outside contributions been solicited; funding policy should encourage self-sufficiency.

Staff gave a brief description of problems experienced by other Colorado cities; a significant item was that there was no control over how the funds were spent. Various methods of payment were discussed: checks issued upon presentation of receipts; a payout schedule established for each event; 100% distribution up-front. Major items of concern are (1) not to place additional burdens on the City Finance Department and (2) VCB staff is inadequate to accommodate the needs of potential events organizers. Additionally, the VCB must have a certain amount of faith in event organizers; the ultimate control is that abusers of the policy will not receive future funding.

Vickie Felmlee made a motion that the Board accept the ad hoc committee's draft, incorporating the revisions made during this meeting to a final draft for presentation to the City Council. Tom Ralser seconded; the motion was approved unanimously. Conner Shepherd, Cindy George and Frank Bering will work with the staff to finalize the policy for presentation to Council.

Director's Report

Debbie Kovalik reported an 8% increase in the vendors fee collections over first quarter 1990; February lodging tax is even with last year. These figures are significant when considering that Powderhorn's presence was significantly diminished from last year.

Inquiries increased 231%, and the impact on our postage budget should be kept in mind.

Judy Manning reported a slight decrease in the March visitor figures, but feels those numbers are quite strong in view of the situation at Powderhorn, the economy in general and the gulf war in particular. The volunteers will have their first familiarization trip to the Monument April 24.

Linda Hill, Tashiro Marketing, discussed the upcoming Denver Post ad and billboards. The Board was presented with copy and final artwork on the Activity Map; Linda requested that any copy changes be relayed to the Staff within the next two days.

New Business

Debbie Kovalik requested the May Board meeting be rescheduled. Conner Shepherd moved that the next Board meeting be held on May 7; Tom Ralser seconded; the motion passed unanimously.

Michael Boyle of Eagle Tree Tours made a presentation requesting the Board write a letter to the PUC in support of Mr. Boyle's proposed tour service. He plans to expand his business to provide sunset tours through the Monument. His initial intent is to pick up passengers at hotels on Horizon Drive, with eventual expansion to North Avenue locations. The Board directed Debbie Kovalik to write a letter in support of Mr. Boyle's plans.

Vickie Felmlee moved for adjournment and Tom Ralser seconded. There being no further business, the meeting was adjourned.