



GRAND JUNCTION, COLORADO

V I S I T O R & C O N V E N T I O N B U R E A U

GJVCB Supplemental Meeting
February 15, 1991, 3:30 p.m
Chamber Downstairs Board Room

Present: Don Bramer, Tom Ralser, Vicki Felmlee, Cindy George, Debbie Kovalik, Frank Bering, Conner Shepherd, Juli Cogdill, Cindy Sherrill, Timms Fowler, Patrick Cleary (Daily Sentinel), Bob Reece, Steve Inglis, Barb Bowman, Jamie Hamilton, Bruce Hill, Elm Burr, John Watkin, Jody Kole

Don Bramer called the meeting to order. This meeting had been called to discuss funding of the Tour of the Moon. The Board had had felt that the short time frame given to consider a funding request called for an additional meeting. The board had decided to reconvene in order to discuss the funding request and to look over a formal application for the funding from Jay Cozza which had been faxed that morning to the VCB. The application was handed out to the Board.

The Board's current policy is not to fund special events. As a preliminary, Don asked for any comments on the subject from those in attendance. Bruce Hill said he had come to show support for the Board and to encourage them to stand by their current policy. Steve Inglis commended Conner Shepherd for his draft proposal for funding of special events and felt it should be enacted. Timms Fowler asked to reserve his comments for later.

Conner said that he had only had a couple of minutes to look over Jay's funding request. He said that it would be easy to keep the present policy since there are enough projects and marketing plans to work on to take up all the funding available. The reasons for looking at funding special events include community expectations and the value of the programs in attracting more visitors and in providing a signature of the community. Other communities are willing to fund events and do it successfully. Moab and Fort Collins are examples of towns who have made it work. This was the reason for his effort. The board has spent a year not funding events. He thought the Board was on the right track to consider funding with the right policy. He was hesitant to fund the Tour of the Moon because it was a last minute request. that funding it would rush their policy development and because the application showed \$0 projected revenue from concessions and from other sponsors. He was also concerned that the race director would not be paid until after the break even point. If it weren't the promoter coming to the board and there was a line item for promotion, then it might be different, but clearly the person is coming to promote the event for money.

Frank Bering said that he loves the event. He had considered funding the suggested research project with the participants. Though he likes the event he thinks it is premature to spend money on the Tour of the Moon. Jay Cozza is a good promoter and may earn the money he makes. But for the VCB to pay Jay to put on the event isn't right.

Cindy George said that if the VCB were to fund the event then they would have to look at everyone else and they'd be opening a can of worms. She was disappointed in the list of in-kind contributions and would have liked to have seen more effort there. She didn't like the start and finish being in Fruita. She also saw a problem with the long term goal of the event being to go get more community support.

Vicki Felmlee said that she had read Conner's draft and felt the board owed him thanks for it. She thought it was a real formula for funding of special events. As far as funding the Tour of the Moon she agreed with Conner that it would cause loopholes in the policy if they were to rush through development. She had also asked Jay to provide evidence of future self-sufficiency in the application and it was not included.

Tom Ralser agreed with what Frank had said. He was also bothered by some things. He didn't appreciate the threat that the race would go to Park City. He thought that "for profit" events might get you more and better events than "not for profit." He likes the event but felt it wouldn't go away if the VCB didn't fund it and said that the same race could be run without using Jay's "Tour of the Moon" name. He felt that the VCB just couldn't fund the race right now.

Juli Cogdill said that she had received a lot of calls on the subject. She basically agreed with Tom.

Don Bramer said he had received calls in favor of the race, but he felt the VCB shouldn't fund this event. He felt badly that it might die if the VCB doesn't fund it, but we could open up a can of worms if it is funded since there were other events we had already turned down within the last month.

Debbie Kovalik said she had also gotten phone calls. Some thought that the VCB was being asked to do something too quickly and the time frame was uncomfortable.

Don said that he had met with Jay after the Tuesday meeting and offered him thoughts on other funding. He felt that the reason the request had come when it did was that a group of local people who were interested in the VCB changing their special events funding policy had contacted Jay for his thoughts on the subject. The Bike Race Committee had seen this discussion as a window of opportunity for their request.

Conner said that he hopes the race continues. If Jay were to come

back next year to ask for funding when the board has a special events funding policy in place his request would be reviewed with all the others and the best event/events would get funding, not the first to ask. He moved to continue with the present special events funding policy. Tom Ralser seconded the motion which passed unanimously.

Debbie said she would contact the Tour of the Moon by phone and letter.

Don asked for continued discussion on the special events funding policy.

Juli felt that we should consider changing the policy for the future. It had hit her last year when they were preparing to set up the new VCB and hire a director that Grand Junction really doesn't have lots of attractions. We still don't have many Special Events so we can't turn our back on it. The VCB needs to address it and get a policy and an amount to be spent on funding.

Frank thought it might be something to be discussed at the retreat.

Don said that Kathy had done the informal poll of lodging properties as requested. The results were 17 in favor, 6 against and 1 with no opinion. It appears that hotels are in favor of funding special events.

Tom said that the ball is rolling now and thought the VCB should keep it going.

Debbie said that it is important to develop a policy before the events begin in 1991 so that groups will have the measurement criteria ahead of time and can get an idea of what they need to do to apply for funding.

Vicki said the board should appoint a committee and give them time to come up with recommendations. She thought the committee could formalize a policy over several months and we could have a policy in place by the first meeting in June.

Frank moved to instruct the Chairman of the Board to appoint a committee to do research and come back to the board with their written recommendations on a special events funding policy. Cindy seconded the motion which passed unanimously.

Don asked Conner to head up the committee. Additional members to be asked are Rhonda Bever of City Market, Larry Heiserman of the Grand Junction Rotary Club, Jamie Hamilton of JUCO and the Lions, Karen Berryman of Thrifty Car Rental, Frank Bering and Cindy George. Conner will ask each person if they are interested in participating. He will have something ready by the April Board Meeting.

Cindy said that she thought this was a natural progression of

events considering everything else the board has already accomplished. Vicki asked that Conner also look at what the impact of this new policy might be on the staff.

Timms Fowler thanked the board for volunteering all their time. He thought the community deserves to get back some of the money raised by the lodging tax and applauded the board for their wisdom in developing a special events funding policy. He also "planted some seeds" that the board might consider in the future. The first was that the board might earmark some of the funds to be returned to local hotels for use in promotion. Sometimes private enterprise works better. The second was that the VCB might consider building attractions such as convention centers, trails, etc.

Don told Timms that the VCB's mission from the City Council was to market Grand Junction and not to build attractions. He also noted that it would be difficult to take public funds and give them back to private individuals.

Don reminded the board that they needed someone to attend the Airport Authority Board meeting next Thursday at 8:00 a.m. Juli volunteered.

Conner moved to adjourn the meeting, Tom seconded the motion which passed unanimously and the meeting was adjourned.

Special enclosures are available with the City Clerk's copy of the minutes and with the VCB's copy. Please call if you would like to see a copy.