

MINUTES
VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS MEETING
TUESDAY, SEPTEMBER 8, 1992

Presiding: Frank Bering, Jr., Chairman

Members Present: Don Bramer, Cindy George, Juli Cogdill, Paul Nelson, Linda Afman, Barney Barnett, Steve Hilliard, Karen Moore

Staff Present: Debbie Kovalik, Judy Manning, Barbara Bowman, Irene Carlow

Guests: Bill Milius, Ken Hunt, Linda Hill

The Chairman noted corrections to the minutes: Visitor Center Workshop of August 26, page 3, paragraph 2, last line: change from \$300,000 to \$450,000; Special Events Workshop date: change from August 26 to August 21. Paul Nelson moved the minutes of the last meeting be approved as submitted, and the Workshop minutes be approved as corrected; Juli Cogdill seconded; passed unanimously.

SPECIAL EVENTS: Renaissance Faire No report at this time; Juli Cogdill will attend the meeting on September 12. Kokopelli's No report.

The Director discussed in detail the recommended revisions to the Special Events Policy. The major revision is to change the funding cycle from the calendar year to April 1 - March 31. For 1993 only, no applications will be accepted for first quarter events. Changing the funding cycle will allow first quarter events greater opportunity to apply for funds. Juli Cogdill moved the Special Events Funding Policy be approved as revised and presented to Council for approval; Cindy George seconded, passed unanimously.

VISITOR CENTER: Final results of the Visitor Center survey are not yet available. The Chairman noted that preliminary results indicate (on the low side) that the 30,000 people served at the current Visitor Center add \$406,000 to the community. Surveys conducted at the hotels have not been received.

Concerning the Visitor Center's future location, staff has looked at the following sites: current location; Monument Realty; build-to-suit in front of current location; Horizon Corplex; Taco Bell. Additionally, a proposal to locate in the NCR building was received this afternoon. All potential future sites have been discussed with Council and Council indicated no capital funds would be available from the general fund. Ken Hunt was asked to revise his drawings to bring the building down to the 3,500 sq ft range at a total cost of \$450,000. Ken presented drawings showing a reconfigured lobby and deck. He was unable to decrease the inner space of the Visitor Center. The lower level was also reduced, but expansion is possible at both ends of the lower level. Cost

projection for the building is \$362,840. He noted that some items on the cost proposal increased while others decreased. The overall estimate is \$94,000 less than the 7/20/92 proposal.

The Chairman noted that visibility is the key to the Taco Bell site; there is a lot of pedestrian traffic on Horizon Drive and if they walk up to the Visitor Center, they may be enticed to stay another day. Public Works staff had estimated 200,000 visitors at this location; the Director estimated 125,000. Even if that number were lowered to 100,000, the economic impact to the community is significant. The current location has poor visibility and even the existing signage is difficult to see. The Chairman wants to proceed on the Taco Bell location if possible.

Linda Afman asked what the procedure would be: Will there be a bid process, will bids accepted be contingent upon being completed within our budget? She also expressed concern about the uncertainty of Amendment I as well as traffic problems and likely congestion. Paul Nelson said that the State of Colorado controls decisions on installation of traffic lights. The Director described the City RFP process; that restrictions will be described in the RFP; and that all offers are contingent on Council approval. Regarding tax limitation, the effects on the VCB may be less than those on the general fund because the lodging tax was approved by the voters and this is a dedicated fund. The Finance Director believes the VCB is likely to be the least impacted Department of the City. Tax limitation may cause the VCB to be on a fixed budget with an annual cost-of-living increase (amount not yet determined). Additional revenues may have to be rebated, or possibly go to a general election for permission to spend excess revenues. Status of the fund balance is unclear, but the consensus of City Administration is that it won't be affected.

Steve Hilliard stated that the current location is unacceptable and we need to go forward. We would be spending the same \$30,000 per year we're currently spending; he doesn't see a downside. If tax limitation does prevent the VCB from spending increased revenues, we can eliminate non-essential items from the budget to cover the debt service. For example, special events funding is nice to have, but is not necessary to fulfill the VCB's mission. That \$25,000 would almost make the annual mortgage payment. Paul Nelson feels that the expense of a new building is not a problem, but that operations expense may be.

The Director said that the CTB is posturing for tax limitation passage and is making plans to be able to operate in 1993. Those plans may include closing the state Welcome Centers from November through April. Juli Cogdill said that all visitors must be served and this planned closure is a more obvious reason for the VCB to go forward.

TASHIRO: Linda Hill presented the preliminary 1993 Advertising Plan; this may be adjusted after the conversion study is completed. Emphasis on Colorado as the primary market will remain along with

the tagline; a change in the creative direction is planned. A sample of the direct mail piece was displayed. Linda recommends another direct mail campaign in 1993.

Juli Cogdill moved the Board adjourn to executive session to discuss possible land acquisition; Don Bramer seconded, passed unanimously. Karen Moore was not present for the executive session.

At the conclusion of executive session, Barney Barnett moved the meeting adjourn, Juli Cogdill seconded. There being no further business, the meeting was adjourned.