

MINUTES  
VISITOR & CONVENTION BUREAU  
BOARD OF DIRECTORS MEETING  
TUESDAY, AUGUST 11, 1992

Presiding: Frank Bering, Jr., Chairman

Members Present: Don Bramer, Tom Ralser, Cindy George, Juli Cogdill, Steve Hilliard, Karen Moore

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

Guests: Janelle Bauer, Ken Hunt, Linda Hill

Cindy George moved the minutes of the last meeting be approved; Don Bramer seconded; passed unanimously.

**SIGNAGE COMMITTEE:** Frank reported that drawings of proposed signs were presented to the committee and it was suggested that a sample sign be constructed. The matter will be taken to the CIP Committee with a total project cost of \$25,000 - \$30,000.

**SPECIAL EVENTS:** Dinosaur Days Evaluation sheets have been sent to each committee chairman. Wine Festival Janelle Bauer displayed the brochure mock-up, poster, rendering of T-shirt art and wine glasses. She noted that the six hotels listed in the brochure are the only ones that responded to the VCB's sales lead which was sent to all properties that collect the lodging tax. Promotions will be done on KCFR/KPRN. Don Bramer stated he is impressed with the event's progress in the last six weeks. Renaissance Faire \$750 has been spent on advertising in the Sentinel; :30 cable spots in Pitkin County and eastern Utah will cost an additional \$750. The event committees have really just started in the past month and meet every Saturday at 10:00 am. Kokopelli's Tom has not heard from Mike Heaston.

A Special Event Workshop is scheduled for Friday, August 21 at 3:00 pm. Staff will contact each event to request that a representative be present to provide input.

**VISITOR CENTER:** Dillon-Hunt was directed to develop a plan and costs for the Taco Bell site; the Board had requested total building size in the 3,000-3,500 sq ft range. Ken Hunt presented the plans for a two-story building. The upper floor would be the Visitor Center and viewing deck; the sales/marketing office would be housed in the lower level with the entrance under the deck; current plans allow for future expansion. The plan presented is for a 4,800 sq ft building at a construction cost of \$387,000; adding overhead and profit for the contractor and a 3% overage, the total cost would be \$456,000. Site development costs are included, but land cost is not. Eliminating growth space on the lower level will not offer much savings, e.g., mechanical and electrical

systems would be the same. Land costs are be estimated at \$150,000 - \$180,000.

The Director and Tim Woodmansee will continue to look at other potential sites on Horizon Drive.

The Director discussed the CTB's assessment of the possible effects of the (Douglas Bruce) TABOR amendment. The CTB is supported by a tax which sunsets June 30, 1993. Under the TABOR amendment, voter approval would be required to reinstate the CTB; currently, legislative approval is all that is needed. Under this scenario, the CTB -- as well as the Fruita Welcome Center and other centers the CTB operates -- would cease to exist on June 30, 1993. Relating this to the VCB, the 1993 budget (approved by Council in January 1992) would be the baseline budget. The 1994 budget would be the 1993 budget with an inflation factor added. If Grand Junction has a year of decreased tourism and lower lodging tax revenues, the following year's budget would be decreased in response to lower revenues. This type of funding method removes incentives for VCBs (and any other tax-supported marketing organizations) to increase revenues above the baseline year. The Director has asked for guidance from the Finance Director as well as the City Attorney. At this time, no one is certain of the effects of the TABOR amendment, including how the fund balance would be viewed if the amendment passes.

Don suggested that perhaps now is the time to commit to building a new Visitor Center. The TABOR amendment would limit annual budget increases and is definitely detrimental to the tourism industry. How can we make this work? He stated that the Board ought to set a timetable for a decision and go to Council with a recommendation. The Director reminded the Board that Council directed the VCB to explore all options on Horizon Drive. She expects to have all that information by the next board meeting; if the information is compiled sooner, a special meeting will be called.

A workshop concerning the Visitor Center is scheduled for Wednesday, August 26 at 2:00 pm.

**ELECTION OF VICE CHAIR:** Don Bramer nominated Steve Hilliard to serve as Vice Chair; Juli Cogdill seconded; passed unanimously.

**LEAD GENERATION:** Don Bramer advised that he was approached by a business in the tourism industry (not a hotel) requesting staff to mail all leads to that business. He requested a discussion on the current policy of mailing leads only to hotels, and not releasing group information until after business is booked. Steve stated that, as a hotelier, he is against changing this policy. Meeting planners do not want anything except hotel information until after the businesses is booked; at that time, the planners request the specific information they are interested in. It was noted that control over leads would be lost, and leads could be forwarded to competing cities. Staff is directed to check with the City

Attorney concerning the public information aspect of VCB leads. The consensus of the Board is to continue the current policy and give out group information 30 days prior to the group's arrival.

DIRECTOR'S REPORT: A survey designed by Tom Ralser is currently being implemented at the Visitor Center to determine the economic impact of the Center. The survey administrator is very complimentary of the volunteers at the Center and has received very positive comments from the people surveyed. Results of the survey should be available at the September Board meeting.

The 1993 budget includes funds for two internships -- one for sales in the first quarter, and for public relations in the second quarter. A \$1,000 honoraria is planned; a proposal will be offered to all state colleges and will request that interns earn credit for this work. The sales intern would be involved in telemarketing to pre-qualify leads. The public relations position would work with regional and special interest publications, develop a press kit and press releases. Next year's budget also includes membership in the Grand Circle and Foremost West.

The VCB has been invited to address the MCEDC Board at its August 26 meeting at 7:00 a.m. The Director will prepare a presentation and asked any Board members who are available to attend.

TASHIRO: Written research, instead of telephone, will be used to determine the conversion study. This is more cost effective and easier to implement. A copy of the direct mail piece was displayed. The Adventure Guide will be printed later this month. Front range advertising has been pushed from August to September to highlight upcoming events such as the Renaissance Faire, Wine Fest and Kokopelli's.

Don Bramer moved the meeting adjourn; Cindy George seconded. There being no further business, the meeting was adjourned.