

VISITOR & CONVENTION BUREAU  
MINUTES OF THE  
BOARD OF DIRECTORS MEETING  
MAY 12, 1992

PRESIDING: Juli Cogdill

MEMBERS PRESENT: Frank Bering, Cindy George, Steve Hilliard, Paul Nelson, Karen Moore

STAFF PRESENT: Debbie Kovalik, Irene Carlow

GUESTS: Diane Schwenke, Lanny Paulson, Harvey Tashiro, Mark Achen, Pat Cleary, Christopher Liss

MINUTES OF APRIL 14, 1992: Frank Bering moved for approval; Cindy George seconded; approved unanimously.

SIGNAGE/ENTRYWAY COMMITTEE: Frank Bering reported on the Committee's first meeting and progress to date. Jim Nall, State Department of Transportation, had indicated limited prospects for signage changes; the Assistant City Manager of Delta was more encouraging. The Committee includes representatives from City Public Works, Mesa County and the State Department of Transportation. The Committee will identify existing signage first, then will identify needs and develop a schematic. This effort is not going to be a "quick fix"; it is hoped that improved signage will be in place next spring. Next meeting is May 14.

SPECIAL EVENTS: Dinosaur Days - we have a schedule of activities. Wine Festival - event is back on track; organizational questions have been answered. The group is trying to work with Fruita Fall Festival and Symphony Pops so the Wine Festival weekend will be filled with a variety of events other than the Festival. Renaissance Faire - advertising has begun. Kokopelli's Supermarathon - Mike Heaston is in the process of getting the required worker's compensation coverage; registration is up over last year. The Director encourages all event organizers to provide the VCB with a specific calendar of activities as soon as possible.

VCB RELOCATION PROPOSAL: The Board will have a workshop session Wednesday, May 20 at 9:00 at the VCB office to discuss site specific issues such as parking as well as costs and applications. Frank Bering moved that Dillon-Hunt be instructed to continue the space analysis, changing the study from general to site-specific; Cindy George seconded. A discussion followed concerning staying within the original not-to-exceed \$5,000 budget for the space analysis. Frank amended the motion: To instruct Dillon-Hunt to continue the space analysis, changing the study from general to site-specific, as long as the total space analysis expenditure does not exceed \$5,000; Cindy George seconded; passed unanimously. A site inspection previously scheduled for May 18 is cancelled, and will not be pursued until we have more specifics.

DIRECTOR'S REPORT: Lodging tax collections for April are up 21% over April 1990 and 800 line inquiries are up 145%. State-wide, 1992 could be in line with one or two of the biggest tourism years ever.

Eleven new volunteers were recruited as a result of the recent open house at the Visitor Center on Tuesday, May 5th.

Fifteen tourism representatives went to Entertainment Colorado, a Denver consumer trade show. A preliminary assessment indicates that attendees seem to be more qualified than those at Tour Around. There was a lot of interest in the Wine Festival, Peach Festival, Country Jam and Dinosaur Days. An overwhelming majority of attendees said they had driven by Grand Junction, but had not stopped.

A group of North Avenue businesses met with the City Police Chief and other staff to discuss teen-agers "cruising" North Avenue. Property owners believe they are losing business because of the disruption.

CASP provided us a worker who distributed Adventure Guides and maps to all lodging properties, Loco stations and Diamond Shamrocks. The restaurant guide is nearly complete.

The CTB will hold its monthly board meeting here May 21 at the MCEDC conference room from 10:00 a.m. - 2:00 p.m., followed by a reception at Colorado Cellars from 5:30 - 7:00.

Staff has asked the Pattersons of Junction West RV Park to conduct a seminar on tracking leads. We have also asked Tashiro Marketing to conduct a seminar on how to produce a small brochure; tentative schedule is for June 9 at 9:00 am.

NEW BUSINESS: Diane Schwenke requested the Chamber reimbursement proposal be postponed to the June agenda.

The City of Delta is a finalist in the "America the Beautiful" competition and has asked to borrow the VCB trade show booth to take to Tennessee for the presentation. They would take the shell of the booth only; none of Grand Junction's photos or graphics would be used. The Northwest Travel Region's booth was also offered as an alternative. The Board was advised that, if there were any damage to the booth, it would take 3 - 5 weeks for repairs to be made. Additionally, approximately 3 hours of staff time would be needed to give instructions on set-up and break-down. The Board agreed that the booth should be lent to Delta. Staff is directed to have Delta's representatives sign the loan agreement previously developed, which incorporates the policy concerning deposit and insurance.

Steve Hilliard reported that representatives of the Hilton, and possibly other properties, will meet with Ted Novack concerning the

use of Two Rivers and the difficulty of using the facility as a convention center. There needs to be a discussion of how to accommodate local service clubs' meeting schedules and still utilize Two Rivers as a convention site. The Jehovah's Witness group (1,000 - 1,500 people) was unable to use Two Rivers because of policy restrictions; the group wanted to provide their own catering. The group was willing to sign on for three years, meeting in April and November. Grand Junction was able to get this group, and it will be a multi-property meeting. Frank Bering recalled that a few years ago, there was a similar meeting regarding Two Rivers. He thought the service clubs had agreed at that time to step aside for a week or two to allow conventions to use the facility. The Director stated that many other communities have a policy of allowing the "out-period" (two years and longer) to be booked by the local CVB; availability shorter than two years is time owned by the convention center and is booked by the center.

Frank Bering moved the meeting adjourn; Paul Nelson seconded. There being no further business, the meeting was adjourned.