

MINUTES  
BOARD OF DIRECTORS MEETING  
TUESDAY, APRIL 14, 1992  
Chamber Building

PRESIDING: Juli Cogdill

DIRECTORS PRESENT: Paul Nelson, Cindy George, Steve Hilliard, Frank Bering, Don Bramer

STAFF PRESENT: Debbie Kovalik, Barbara Bowman, Judy Manning, Irene Carlow, Erin Chapman

GUESTS: Cindy Sherrill, Mike Heaston, Diane Schwenke, Virginia LaCrone, Linda Hill, Dick MacElroy

APPROVAL OF MINUTES: Frank Bering moved minutes of the March 10 meeting be approved, Cindy George seconded; passed unanimously.

SIGNAGE COMMITTEE: Frank Bering and the Director met with Jim Nall of the Colorado Department of Transportation and received a print out of every state highway sign in a 4 mile radius. They were advised of limits on commercial signage on state highways and other types of restrictions and regulations. They were not encouraged by some of the information, but Frank has talked with others who are more optimistic. The Signage Committee will meet at the VCB office at 3:30 on April 23.

SPECIAL EVENTS: Cindy George reported on the Cowboy Poetry Gathering: 28 performers came for the event; attendance was 1,500; 3,000 Mesa County students saw performances. (The application had estimated attendance at 700.) The event met the VCB's policy guidelines and adequately met the 50-50 funds match. A final accounting indicates \$11,520 income to the community. Cindy pointed out that the Museum's mission is education, while the VCB's mission is promoting tourism. She is not sure if the Museum will seek out special events funds next year because it is difficult to comply with the VCB's requirements. Steve Hilliard noted that many attendees probably spent more money in restaurants and asked if we could come up with a spin-off figure to estimate economic impact of an event. Perhaps we could reach an informal agreement with the restaurants to help track money spent by participants who do not overnight. Frank Bering suggested we need coupons to help with tracking. Debbie will talk with Tom Ralser to work on dollar figure to develop a multiplier.

Kite Festival: We have formal notification from Intermountain Events Center that this event will not be held in 1992. Organizers had asked if funds could be used for another event and were advised that the policy did not allow those types of changes.

Dinosaur Days: The Committee has complied with the Agreement and a 50% payment has been made to the Committee. The Hilton is working on a concert to be held in conjunction with Dinosaur Days; Steve Hilliard hopes to finalize those plans in the next week.

Wine Festival: The Director wrote to Stephen Smith asking for clarification regarding who is responsible/liable for this event. The West Slope subcommittee of the Wine Industry Development Board is committed to this Festival. They are unable to get full funding from the State for this year because of the RFP process necessary. Rick Hammon talked with the Director today and reiterated the commitment to the festival.

Renaissance Faire: The Agreement has been complied with and a 50% payment has been made.

Kokopelli's Supermarathon: Mike Heaston addressed the Board concerning the worker's compensation provision in the Agreement. The Director advised the Board of the City Attorney's position: (1) all contracts must meet the State statutory requirements and (2) all events be treated the same with no special consideration for any one event. Mike believes this Agreement makes him an employee of the City, which he is not. He stated that, as a sponsorship, he believes this is out of the industry standard; funding special events is like buying advertising and this shouldn't be a boilerplate contract; other entities he has dealt with are interested in the promotion value. He stated that the State Compensation Authority told him he is not required to have worker's compensation coverage, but he is unable to get that waiver in written form. If he had known the specifics of the agreement when he submitted the funding application, he would have prepared it differently; no stipulations were known until after the awards were made. He suggests the Board bring sports marketing professionals in to do special events. Everything has been non-negotiable thus far in his dealings with the City Attorney and he requests the Board intercede in his behalf. Is it possible to change this payment to a loan or a note so he could get funds now? He adjusted funding needs from European sources when he was awarded VCB funds and is behind schedule. Trying to work out this issue has cost him attorney's fees and he is currently 30 days behind in his efforts; he will comply if he has to.

Frank Bering: Board can't overrule the City Attorney; Board is not empowered to waive a requirement in the Agreement and can't give a competitive edge to one event.

Debbie Kovalik: John Shaver advises that Mike must provide either a certificate of worker's compensation coverage or a waiver of that requirement from the State Compensation Authority.

Diane Schwenke: The Chamber shares Mike's opinion of the worker's compensation requirement, but did get the appropriate certificate from the Chamber's insurance carrier. Could the VCB check with

other cities that fund special events to see what is required of event organizers?

Juli Cogdill: There is very little the Board can do at this point, but will look at this issue closely for next year.

Cindy George: Is it possible to pay 50% of the funds so this event won't fall through? Suggests John Shaver talk with the Board to review the City's contract for special events and the requirements in the Agreement.

Steve Hilliard: If there are no current employees, perhaps worker's compensation is not needed yet? Does the Agreement have two paragraphs that do the same thing: hold harmless and worker's comp?

Don Bramer: It was not the intention of the Board to set up roadblocks in the funding process. Perhaps in the future the VCB could look at re-issuing the contracts in the form of advertising contracts rather than sponsorships.

JOHN MOSS PROPOSAL: Representatives of the Board and City staff met with John Moss and Mike Saelens to begin discussing what the parties are looking for and how to move forward. John will come back with parameters and proposals regarding lease, lease/purchase, etc. This is a very preliminary stage. Four proposals were received for space planning; all will be asked to make a presentation to Board representatives and, possibly, City staff members. Cindy George and Juli Cogdill will represent the Board (Frank Bering will serve as alternate); the Director will set a date and notify the respondents.

DIRECTOR'S REPORT: Inquiries are up 465% vs 1991. The consensus state-wide is that trends are pointing upward with mixed reasons for the increases: the Gulf war at this time last year; CTB budget increases; strong awareness of Colorado as a destination. Grand Junction has established name recognition with the same budget as last year. Calls to the 800 number are up 71%; CTB inquiries are up 27 - 35%.

Country Jam organizers received County approval to proceed. Many people at the CTB conference had heard about the Country Jam and are enthused about the event.

At the annual conference, the CTB recognized the contribution of the travel regions. A plaque was presented to Debbie Kovalik on behalf of the Northwest Region for their 1991-1992 efforts.

The map in the back of the brochure has been enlarged and modified, reproduced in black and white and padded in large quantities for distribution and use at the Visitor Center, hotels, attractions and other locations for ease of use by visitors.

Barb Bowman reported on NTA Spring and the VCB's seminar on sales leads. Seminar attendees were enthusiastic and the program was well received. Site inspections are continuing; nearly all properties report increases and believe the business is due to the VCB's advertising. A motorcoach survey will be conducted this summer on the Monument.

Steve Hilliard stated that Norm Cook was very complimentary of Barb for all her work on NTA Spring convention.

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