

Visitor & Convention Bureau
Grand Junction, CO

January 14, 199~~1~~²
3:30 p.m.
Chamber of Commerce Building

**MINUTES
of the
BOARD OF DIRECTORS**

PRESIDING: Frank Bering

MEMBERS PRESENT: Cindy George, Tom Ralser, Steve Hilliard, Paul Nelson

STAFF PRESENT: Debbie Kovalik, Irene Carlow

GUESTS PRESENT: Linda Hill, Cindy Sherrill, Jody Kole, Marshall Harris

MINUTES OF THE DECEMBER 17, 1991 MEETING: Tom Ralser moved the minutes be approved; Steve Hilliard seconded; approved unanimously.

BOARD ITEMS

VISITOR INFORMATION CENTER LEASE: The Director reported that the City Attorney is working on the 1992 lease with the new owner. The annual rental is less than was budgeted, but the excess amount is earmarked for an automatic door in order to comply with the spirit of the ADA. Steve Hilliard discussed the ADA compliance assessment currently underway at the Grand Junction Hilton. In view of the information provided by the Hilton's assessment firm, he wondered if installation of the automatic doors could be postponed. Jody Kole advised that legal standards for exterior doors are not yet available, but reminded the Board that government entities must comply quicker than private businesses. Paul Nelson asked if we could wait a while since we have the contingency plan to install an automatic door, especially in light of the many things the City is doing to comply with the spirit of ADA. Paul Nelson moved to delay installation of an electric door at the Visitor Information Center until the law becomes more clear, at which time the VCB Board will re-examine the issue. Tom Ralser seconded; passed unanimously.

SPECIAL EVENTS: The funding agreement prepared by the City Attorney was reviewed. Tom Ralser asked where are the specifics of what the money can be spent on, and what constitutes accountability? The Director pointed out that the Special Events Funding Policy addresses the types of expenditures; a copy of the Policy will be an exhibit to each agreement. The Director suggested holding a meeting early next week with all the event organizers and Board members to discuss what are "appropriate" expenses. Perhaps

the organizers could brainstorm on how to attract the public to the events. Staff will notify all funded events to attend a meeting Monday, January 20 from 4:00-5:00 p.m. at the VCB office. Frank Bering and Cindy George will attend.

A detailed discussion of the agreement followed:

¶6 The City Attorney will be asked to add the Board of Directors to the indemnification clause.

¶7A & B The amount and types of insurance are standard requirements of the City and are not negotiable. (Jody Kole pointed out that the City is self-funded for Worker's Compensation.)

¶13 Conflict of interest, while perhaps difficult to describe, is necessary.

¶17 Compliance with trademark/copyright laws is extremely important.

Exhibit A to the agreement will be the organizer's application. Exhibit B will be the Special Events Policy.

Steve Hilliard stated that a contract between the parties is merely good business and that all event organizers have to sign the agreement and comply in order to get funding. Event organizers should have their attorneys provide an interpretation of the terms, conditions and requirements of the agreement. Neither the City nor the VCB can provide that interpretation.

Tom Ralser moved the Special Events Policy be amended as follows:
add to the subhead "Priority": Preference will be given to non-profit agencies that apply for special events funds.

subhead "Requirements", item 1, second sentence be changed to read: Funding requests will be reviewed by the VCB and finalists selected at the VCB Board of Directors regular December meeting.

Paul Nelson seconded; passed unanimously.

At least one Board member will be assigned to each event to keep communication open between the event and Board and to monitor the event's progress. Assignments are:

Cowboy Poetry - Cindy George
Kokopelli's - Tom Ralser
Renaissance Faire - Juli Cogdill and Don Bramer
Kite Festival - Juli Cogdill and Frank Bering
Dinosaur Days - Cindy George and Don Bramer
Wine Festival - Frank Bering, Don Bramer, Steve Hilliard

The Chairman will invite City Council to join the Board for dinner Tuesday, February 11 at Two Rivers. The regular Board meeting will be held at Two Rivers at 4:30 and should adjourn by 6:00. Dinner will be at 6:30.

Possible locations and dates for the annual retreat were discussed. Friday afternoon through Saturday afternoon is preferred; last year's all day session was not as productive as the Board had hoped. Friday, February 21 and Saturday, February 22 were selected. Staff will check availability and cost of Glenwood Springs, Powderhorn, Battlement Mesa, Montrose and Ouray.

Due to the lateness of the hour, New Business was called up out of order.

NEW BUSINESS

Marshall Harris, KQIL, addressed the Board about a 3 1/2 day country and western music festival he plans for the last week of June. Financial assistance is not requested; rather, Mr. Harris wished to inform the VCB of his plans. The event is called Country Jam USA, but Mr. Harris expects the name to evolve into the Grand Jam USA after it is well established. The festival will be held on a 160-acre site at 23 Road and I-70; all services will be available and 50-70 vendors are expected. Four major sponsors are expected. Attendance is expected to range from 5,000 - 20,000; the promoter hopes 50% will be travelers. Mr. Harris hopes to involve local civic organizations, e.g., Boy Scouts picking up trash and aluminum cans, making money by selling the cans to a local recycling center. He will also be seeking governmental cooperation for such things as traffic control. Mr. Harris believes this could be a major annual event and wants to keep the VCB informed of his plans and marketing efforts.

DIRECTOR'S REPORT

TASHIRO: Linda Hill presented the 1992 Advertising Schedule. Telephone research will be conducted of both users and non-users from the Front Range; selection will be made from last summer's inquiries. Two direct mail campaigns are planned for 1992. The VCB will split two of the Hilton's billboards and will promote the Visitor Information Center.

DIRECTOR'S REPORT: 1991 Lodging Tax receipts are up 10% for the full year. A more appropriate comparison is February-December, since there were no collections in January 1990; that 11 month period shows a 5% increase.

The Director and Jody Kole will work together to develop a 10 year budget plan. This will, in turn, be given to the City Finance Director to integrate into the City budget along with all other departments' 10 year projections.

Diane Schwenke replied to the Director's letter concerning the Chamber's 1992 budget which included Building Rental in excess of the VCB's lease and an additional \$6,700 for VCB Services. The Board is unfamiliar with the \$6,700 item and has not been approached by the Chamber concerning any services to the VCB. The only agreement between the VCB and the Chamber is the office lease for an annual rental of \$9,200. No other payments to the Chamber

are budgeted for 1992. The possibility of some type of compensation to the Chamber was discussed in October of 1991 as part of the Board's original decision to move the VCB administrative offices out of the Chamber building. As the negotiations for the VCB to remain in the Chamber building progressed, no further mention was made concerning any type of payment (other than rent) to the Chamber.

A local commercial developer has approached Board members about a proposed Horizon Drive location for both the Visitor Information Center and the administrative offices. The proposal is for a separate structure that would have no visual appearance of being tied to a commercial entity. This would be constructed on a parcel the same size as surrounding businesses; it would have an entrance separate to the commercial entrance and would provide private parking for VCB employees/visitors. The developer has indicated the desire for a 10 year lease and has suggested the possibility of substantial savings to the VCB if interest/decision were expressed in the near future rather than after construction begins. The Board sees many benefits to this proposed location: continuity; excellent visibility; ability to utilize volunteers in administrative office. The Board would like the proponent to make a formal presentation at the next Board meeting, February 11, at Two Rivers.

Juli Cogdill moved the meeting adjourn; Tom Ralser second. There being no further business, the meeting was adjourned.