

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

Presiding: Frank Bering, Jr., Chairman

Members Present: Cindy George, Juli Cogdill, Linda Afman, Barney Barnett, Paul Nelson, Steve Hilliard (arrived after vote on Special Events)

Staff Present: Debbie Kovalik, Irene Carlow

Guests: Elizabeth Mollica, Cindy Sherrill

Cindy George moved the minutes of the November meeting be approved; Linda Afman seconded; passed unanimously.

SPECIAL EVENTS: Dinosaur Days - The final report, received November 18, does not document expenditure of the total VCB funds awarded. Cindy will write a letter to Bryan Sims requesting a full accounting and documentation of expenditures.

The Chairman noted that Dinosaur Days was not considered for 1993 funding because the application was received two weeks after the deadline and the final report was nearly 60 days overdue. The Board noted that, overall, the policy is working well and that Dinosaur Days is the only event whose final report was not received within the 60 day deadline.

The Chairman reported on the workshop held December 3 to review applications for 1993. Of the seven applications received, five are recommended for funding:

	<u>Requested</u>	<u>Rec. Funding</u>
Colorado Mountain Winefest	\$10,000	\$9,000
Cross Orchards Apple Jubilee	4,500	1,000
Renaissance Faire	7,000	2,000
Dolphins Invitational	2,100	1,000
Grand West	4,125	2,000

Paul Nelson moved the Board accept the 1993 Special Events funding recommendations and present them to Council for approval; Cindy George seconded; passed unanimously.

Wine Fest Report - The event was very successful, especially for the first time; a net loss of \$2,500 was sustained. The report was very thorough and was received within the deadline set in the Policy. The report included a critique of each event held during the weekend and itemized steps the organizers recommend be taken to improve the event next year.

BOARD VACANCIES: Juli Cogdill's and Don Bramer's terms expire the end of this year. Fifteen applicants remain from the last advertisement for vacancies; the City Clerk will be asked to contact those individuals to see if they are still interested. The Board would also like for another ad to be placed in the Sentinel.

VISITOR CENTER: The current Visitor Center lease expires January 31, 1993. The Assistant City Attorney is reviewing the landlord's proposed lease for 1993; a final lease is expected to be presented at the January Board meeting.

DIRECTOR'S REPORT: The Christmas shopping promotion has been very successful - over 100 room nights have been sold to date. A synopsis of the MRS was presented; the full report will be incorporated in the 1993 Marketing Plan. One indication is that more people recall advertising and use travel agents less.

Staff and Tashiro recommend major changes be made to the front cover of the brochure; a mock-up was displayed. The Board was advised that six hotels did not respond to our requests for information for the brochure. Those properties will be listed, but will indicate only the name, address and phone number. Staff anticipates we will receive fewer inquiries from our 1993 advertising versus 1992, in large part because the CTB will not be advertising as much as in the past.

November lodging tax receipts are up 18% versus 1992.

Grand Junction got two pages of photos in a Japanese travel magazine. The photos were spectacular and this is excellent coverage for our city. Grand Junction is being considered to host the Special District Association annual meeting of 700 - 900 people. We have received an RFP from the Colorado Bar Association and have a lead on groups of Japanese students who may visit here.

Intermountain Events Center is working on a feasibility study for a large indoor event center; they are looking for funding support for the study from the City. The Board noted that transportation from the Horizon Drive properties (the only ones that can accommodate large groups) is a potential problem.

The national attention Colorado is receiving as a result of passage of Amendment 2 was discussed. To date, the VCB has not received notice of any cancelled business. A few individuals have called with concerns.

Juli Cogdill moved the meeting adjourn; Linda Afman seconded. There being no further business, the meeting was adjourned.