

MINUTES
VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS MEETING
TUESDAY, NOVEMBER 17, 1992

Presiding: Frank Bering, Jr., Chairman

Members Present: Cindy George, Juli Cogdill, Linda Afman, Barney Barnett, Paul Nelson, Karen Moore, Tom Ralser (arrived after vote on Chamber lease)

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

Guests: Bob Taylor, Steve Stanley, Don Hobbs

Cindy George moved the minutes of the October meeting be approved; Juli Cogdill seconded; passed unanimously.

SPECIAL EVENTS: Renaissance Faire The final report indicates that the event was a success and that the VCB funds were spent according to the policy. Attendance is estimated at 6,000, in spite of the bad weather and street construction. Wine Fest Final report is due by 11/26. Dinosaur Days Final report not yet received, was due 9/27. Kokopelli's Supermarathon Final report has been received. The economic impact section indicates that race participants spend a great deal of money in Grand Junction. The organizer did not apply for 1993 funds because he feels the policy is skewed to non-profits and he doesn't feel a small business benefits that much from receiving funds. He wants to continue working with the VCB and asks that the event be treated like a convention and that foreign journalists be treated as other travel writers are. Staff assured the Board that journalists who cover Kokopelli's receive the same treatment as other writers who come to Grand Junction.

Applications for 1993 Special Events funds were due November 3; seven applications were received. A Board workshop will be held Thursday, December 3 at 3:00 p.m. to discuss funding recommendations for 1993.

VISITOR CENTER: The Chairman reported on the November 9 meeting between City/VCB representatives and staff and John Moss and his representatives. An agreement was reached that proposes a 40 year lease with an annual lease payment of \$13,200 per year, with an option to purchase the land in 5 years at a price of \$125,000. The agreement contains a safety net clause for the City concerning land contamination. Leasing for 5 years will allow the VCB to replenish the fund balance during this option period. City staff estimate current value of the property at \$175,000 - \$225,000. We do not have final information concerning widening the road above Taco

Bell; if the road does have to be widened to 36 ft, the VCB will have to pay for that paving.

Juli Cogdill moved that the VCB recommend City Council approve the lease agreement as proposed; Cindy George seconded. Motion passed with 6 in favor, 0 opposed, 1 abstention.

A City staff member, possibly someone from Public Works, may be designated to assist with construction overview. VCB should get cost estimates from Dillon-Hunt for plans as well as overseeing construction. A Project Subcommittee will be appointed at a future Board meeting.

DIRECTOR'S REPORT: The Assistant City Attorney has reviewed the Chamber's one year lease proposal for 1993. Staff had budgeted for an increase in this lease; the proposal represents an additional \$650 over the 1993 budgeted amount. The elements of the lease are the same as the 1992 lease and staff recommends accepting it as presented. Linda Afman moved that the office lease agreement with the Chamber of Commerce be approved as proposed; Barney Barnett seconded; passed unanimously.

Barney stated that the terms of the lease are fair, and that he would like to see the VCB, Chamber and MCEDC work closely together in the future.

An error was noted on the first page of the lease. Linda Afman moved to amend the motion to: Accept the Chamber of Commerce proposed office lease agreement with the following correction: change Article I of the lease to reflect Annual rent instead than Monthly rent and correct verbiage in that article to indicate \$8.50 per square foot is the annual lease figure. Barney Barnett seconded; passed unanimously.

October lodging tax receipts increased 10% over last year. Year to date increases are as follows:

Lodging tax	15%
Brochures mailed	48%
800 inquiries	47%
Visits to VIC	5%

Tour of the Rockies may begin in Grand Junction next year and may be the same weekend as Country Jam. Staff will verify that information and try to keep the community apprised of the anticipated impact of these two popular events.

The new director of the Monument is expected to assume her responsibilities in January. Staff looks forward to meeting her and to continuing the close working relationship the Monument and VCB have enjoyed in the past. The Director and Diane Schwenke have talked about the VCB and Chamber working together to continue discussions of national park status for the Monument.

Group Sales reports 4 assisted bookings and 12 sales leads generated in the third quarter, representing projected business of \$341,775. Also for the quarter, Convention Servicing assisted 60 groups totaling 12,792 people. This group business represents an estimated economic impact of \$1.02 million.

Preliminary results of the conversion study were distributed. The results are extremely positive and we look forward to receiving the full report from Marle Research.

The NTA Convention in Seattle was very successful; the VCB had nearly 80 appointments. A lot of business is already booked and we talked with many operators who are planning to add Grand Junction to their itineraries.

TASHIRO: Linda Hill is unable to attend today because of illness. She will, however, be at the annual meeting tomorrow.

PARKS & RECREATION DEPARTMENT: Don Hobbs presented the preliminary master plan survey results; this plan projects a 10 - 25 year program. The preliminary plan was prepared after holding meetings and conducting interviews and surveys. Major corridors were identified, partly to plan for future landscaping projects. Grand Junction's park facilities are less than National Recreation Park Association standards. The plan identified the need for a regional park (200+ acres); a possibility is land at 28 1/4 Road and F Road, which provides easy access. The #1 priority of the plan is a regional park and a recreation center.

Neighborhood parks are defined as 25+ acres; Lincoln Park (60 acres golf course, 40 acres pool/waterslide, stadiums, park area) is the only facility we have in that category. Sherwood Park is our largest park at 18 acres. Another goal is to have many smaller neighborhood parks (15 acres) which may be tied in with school sites. The Department also plans to continue work on a trail system.

The design firm identified Horizon Drive as a major corridor to 7th Street and Watson Island and the goal is to make this corridor more attractive. Both Parks & Recreation and the Chamber Beautification Committee have talked to State of Colorado representatives regarding landscaping at interchanges in our area (Clifton, Horizon Drive, 22 Road). The State will not devote any funds to landscaping the interchanges and the best case scenario is probably that the City would be able to use and develop/landscape this land at its own cost.

After all the ideas and cost projections are finalized, Parks & Recreation plans to meet with District 51, Mesa County and Mesa State College to solicit an endorsement for the plan as well as explore the possibility of funds from those entities. The final plan will then be presented to Council for approval and implementation.

The Board recognizes that parks and recreation facilities are important not only to local residents but also to visitors, and is very supportive of these long-range plans.

Don Bramer moved the meeting adjourn, Tom Ralser seconded. There being no further business, the meeting was adjourned.