

MINUTES  
VISITOR & CONVENTION BUREAU  
BOARD OF DIRECTORS MEETING  
TUESDAY, OCTOBER 13, 1992

Presiding: Frank Bering, Jr., Chairman

Members Present: Cindy George, Juli Cogdill, Linda Afman, Barney Barnett, Steve Hilliard, Tom Ralser, Paul Nelson

Staff Present: Debbie Kovalik, Irene Carlow

Guests: Mark Achen, Linda Hill, Jann Ertl, Bob Taylor, Steve Stanley

The Chairman noted corrections to the minutes: Page 1, last paragraph, change to "total cost of \$450,000"; page 2, first line, change to \$362,840. Juli Cogdill moved the minutes of the last meeting be approved as corrected; Linda Afman seconded; passed unanimously.

The November Board meeting is rescheduled to the 17th, to accommodate staff attendance at the NTA Fall Convention.

SPECIAL EVENTS: Renaissance Faire Attendance is estimated at 6,000, in spite of the bad weather and street construction; organizers are pleased that the event was successful. Wine Fest Post event meetings have been held and organizers have talked with hotels, vendors, etc.; the final report has not yet been prepared. The four travel writers who attended were very pleased. Advertising was done through wine clubs and liquor stores on the Front Range; organizers expect more participation from liquor stores next year. The Wine Board is also pleased and is considering using billboards on the Front Range to promote the industry; Hamilton Sweeney has contacted Tashiro regarding co-op possibilities. Dinosaur Days The final report, which was due September 26, has not been received. Both Cindy George and the Director had reminded Bryan Sims of the due date. The Policy states that future funding for an event may be jeopardized if the final report is not filed on time.

DIRECTOR'S REPORT: Walker Field reports September 1992 enplanements are up 33% vs 1991; this is due to increased traffic, not just increased fares. September business is up throughout the area: lodging tax, +14%; Monument, +21%; Visitor Center, +6%. There has also been a significant increase in foreign travelers at the Visitor Center. Third quarter vendors fee is \$51,433, up 13% year to date.

Grand Junction hosted over 50 people for the Society of Government Meeting Planners Annual Retreat; half are meeting planners, half represent the tour industry. We worked very closely with this group for a year and our efforts resulted in a very successful

weekend. In two weeks over 20 tour operators will be here on the Grand Circle fam. This is a 10 day trip ending in Grand Junction. Both the Hilton and Holiday Inn are participating in the Grand Circle as full members, which gives them voting rights. We have budgeted for full membership in 1993 and there will be a one-time \$1,000 fee; thereafter, dues revert to \$250 per year.

The 1992 Revised Budget was discussed. Expenditures for Special Events (\$33,722) include the \$10,000 payment the Wine Board made to the VCB for pass-through to the Wine Fest; total income is offset accordingly. Items originally budgeted as Operating Capital have been transferred to other accounts (e.g., telephone, operating supplies) to follow Finance Department procedures.

Staff recommends changing the Annual Meeting format to a trade show/reception to showcase the local tourism industry. Hotels, attractions and vendors will be invited to have a display table to highlight their business/services. The Board agreed with this format and directed staff to proceed. The Annual Meeting will be Wednesday, November 18 from 5:00 - 7:00 p.m. at Two Rivers.

TASHIRO: A random selection of 500 inquiries to the 800 line were selected from the database for the conversion study. The survey, being mailed this week, will tell us how effective our advertising is, who our primary audience is and the percent of people who come to Grand Junction after receiving our brochure. The 1993 creative direction will bring up other visuals with the Monument and more humor will be brought into the campaign.

Two focus groups were conducted today, one with hotels the other with tour/transportation operators. Comments will be incorporated in the Marketing Plan. Hotels have again requested that rates be removed from the visitor guide. Steve noted that publishing rates "pegs" the area. There is a huge diversity of properties here; showing a span of rates (e.g., \$29 - \$89) is confusing to travelers. He stated that this is a very important juncture; the VCB has done an outstanding job, we've had a great summer, and this is a real milestone for Grand Junction. Jann Ertl said that he does want his rates published. The Director advised the Board that questions about rates are the most commonly asked by 800 callers. Staff is directed to survey the hotels; publishing rates will be optional for each property.

The Chairman requested an Executive Session to continue discussions regarding property acquisition. The meeting was adjourned at the conclusion of the Executive Session.