

MINUTES OF THE  
VISITOR & CONVENTION BUREAU  
BOARD OF DIRECTORS MEETING  
OCTOBER 12, 1993

PRESIDING: Frank Bering, Jr.

MEMBERS PRESENT: Cindy George, Paul Nelson, Barney Barnett, Steve Hilliard, Karen Berryman, Tom Ralser

STAFF PRESENT: Debbie Kovalik, Irene Carlow, Barb Bowman

GUESTS: Linda Hill

MINUTES OF SEPTEMBER 14, 1993: Karen Berryman moved the minutes be approved, Steve Hilliard seconded; approved unanimously.

SPECIAL EVENTS: Grand West - Final report still not received. Staff noted the deadline has been missed. Karen phoned Mike Gerlach numerous times but was unable to reach him. Wine Fest - Friday's Grand Tasting was sold out as were the Saturday morning seminars. The Festival in the Park was very well attended. Stephen Smith reported good attendance for the Sunday tours. Apple Jubilee - Volunteers did a survey of out-of-town attendees. Entertainment was very good and the event was well-attended. Renaissance Faire - The VCB did not receive any posters, schedules of events or other promotional material. The only information available at the Visitor Center was from the Daily Sentinel.

VISITOR CENTER: Suggested changes to alleviate the underground water problems will be an additional \$12,000. Alpine hopes to start pouring concrete the week of October 18; we are approximately two weeks behind schedule at this point. Mark Relph, Public Works Manager, is overseeing this project for us and monitoring all expenses and proposed expenses. Mark estimates \$7,000 savings in utilities expenses. An additional \$1,000 for landscape re-design will be needed. Barney suggested going directly to a landscape company (not an architect) with a design/build RFP.

Just before this meeting, Ken Hunt and Karen Moore presented three color boards with samples of carpet, tile, counter tops, etc. Linda Hill will take two of these boards back to her office so Tashiro can make recommendations that will work with our overall interior/exhibit design.

Tourist Directional Signage: The Colorado Department of Transportation (CDOT) will allow only brown signs on state right-of-way. The City can use signs of its choice on City property. The consensus is that signs should be uniform. It was suggested that we enlist Tillie Bishop's help in working with the CDOT. Linda Afman asked if we might consider leasing land from private owners for sign placement?

DIRECTOR'S REPORT: Lodging tax receipts are up 16% for the month and 11% year to date. Third quarter vendor's fee is up 15 1/2% versus 1992. Visitor Center is 10% year to date; Monument is up 17% year to date.

Group Sales: In 1992, we had 90 leads in our database; 1993 to date, we have 380 leads. Managing this dramatic increase with the same staff levels will require changes such as the way we prospect, and possible changes in staff duties.

Occupancy Study: Results of the study reflect a 10% increase in occupancy since the VCB began operations in 1990. By way of comparison, Denver's occupancy increased 8% in 12 years.

Tourism Tax: The Denver Post came out strongly in favor of the tax. The latest metro survey indicates 59% in favor, 36% against.

Co-operative Trade Shows: Some of our previous co-op partners have declined to participate in the future. At a future meeting, the Board will discuss the issue of only one hotel attending a show with the VCB, or whether VCB staff only should attend as representatives of the entire City.

Cindy George moved the meeting adjourn; Tom Ralser seconded. There being no further business, the meeting was adjourned.