

MINUTES OF THE
VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS MEETING
JUNE 8, 1993

PRESIDING: Frank Bering, Jr.

MEMBERS PRESENT: Lon Carpenter, Steve Hilliard, Paul Nelson,
Barney Barnett, Tom Ralser, Cindy George

STAFF PRESENT: Debbie Kovalik, Judy Manning, Irene Carlow

GUESTS: Ron Wilson, Cindy Sherrill

MINUTES OF MAY 11, 1993: Steve moved the minutes be approved, Paul seconded; approved unanimously.

SPECIAL EVENTS: Wine Festival Ron Wilson described the various events planned for the Colorado Mountain Winefest. The balance of special events funds will be paid in late June. Dolphins Invitational Payment in full has been made. Grand West The organizers are trying to obtain worker's comp coverage through another entity and will submit the Agreement when all insurance has been obtained. Cross Orchards No paperwork has been received. Renaissance Faire Final payment of special events funds will be made in late June.

VISITOR CENTER: At the June 2 meeting, Council approved the Dillon-Hunt contract. The City Attorney is preparing the contract document.

DIRECTOR'S REPORT: Lodging tax receipts are up 12%; visits to our Visitor Center are up also. The Monument is reporting a 27% increase and sales at their Visitor Center are very strong.

Convention Servicing: The VCB provided assistance to 19 groups in May.

Group Sales: Sales leads are up 51% over 1992. Today and tomorrow we are hosting a 2-day fam of 17 tour companies that have not previously operated in Colorado. Pow Wow was very successful; we had 76 appointments and also met with many receptive operators. An estimated 2 million Japanese tourists come to the US each year; most are interested in unique products/soft adventure.

"Jurassic Park" is generating heightened interest in dinosaurs. Bob Bakker is scheduled to appear on "Nightline"; we are getting coverage in the London Times, New York Post, Nickelodeon (late June) and Good Morning America (July). The BLM has expressed concern about private collecting of fossils. VCB staff always explain that dinosaur fossils are not to be taken by tourists and that any finds are to be reported to the BLM.

TASHIRO: The Board listened to the two radio spots that are airing on KOA and KOSI. We are participating in a promotion on KOSI with Biggs grocery; a one-day Adventure Bound raft trip and lodging at the Peachtree will be given away on the air. The value of this promotion is \$12,000.

The ADR occupancy study is proceeding. Debbie suggested the VCB get an opinion from the City Attorney concerning our obligation to provide this information to the public when requested. Steve said the Hilton will not participate in the study because of the public information aspect. While this same information is available for a fee (e.g., STAR report), he is uncomfortable providing the information relatively cheaply. Developers are the people who would be most interested in the reports. After further discussion of public access to the study, it was suggested that this information may be incorporated in the VCB's marketing plan, at a charge of \$1.25 per page. Staff will ask John Shaver to attend a future Board meeting to address this issue.

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