

MINUTES OF THE  
VISITOR & CONVENTION BUREAU  
BOARD OF DIRECTORS MEETING  
MAY 11, 1993

PRESIDING: Frank Bering, Jr.

MEMBERS PRESENT: Lon Carpenter, Steve Hilliard, Karen Berryman, Cindy George, Paul Nelson, Linda Afman, Barney Barnett, Janet Comerford

STAFF PRESENT: Debbie Kovalik, Barbara Bowman, Irene Carlow

GUESTS: Harvey Tashiro, Karen Scotti, Bob Taylor, Cindy Sherrill

MINUTES OF APRIL 13 AND 28, 1993: Cindy George moved that both sets of minutes be approved; Lon Carpenter seconded; approved unanimously.

SIGNAGE COMMITTEE: The Committee met earlier today and decided where to place the signs. A prototype of the signs was displayed; the lettered portion at the bottom, which is changeable, will be produced by City Shops. The Street Department's work schedule is such that these signs may not be placed until fall. It is hoped that a few can be set earlier in the summer season.

VISITOR CENTER: The Board had requested Dillon-Hunt to review the revised plans with previous bidders to determine if this design would be within the budgeted amount of \$300,000. Ken Hunt submitted letters from:

Francis Constructors - \$293,000

McClure - \$307,000

Classic Construction - could build within 10% of budget  
Site work is included in these estimates, but they are ballpark bottom line estimates. The project systems outline is not specific at this time. Staff expressed concerns about the cost of mechanical/electrical/plumbing and the fact that swamp coolers were bid rather than refrigerated air. The Board agreed that both swamp coolers and refrigerated air need to be included in the bid.

Dillon-Hunt's proposal for additional fees to complete their work on this project is \$16,700. This does not include approximately \$7,000 for construction supervision fees (this is the amount not paid to Dillon-Hunt on the original contract). Any new contract would have to be approved by Council.

Steve does not have a high confidence level in Dillon-Hunt. He would consider continuing to use that firm only based on the results of the April 28 meeting, when the Board stated they wanted Greg Dillon to be the principal on this project. Steve understood from that meeting that Greg would be deeply involved. Frank responded that Greg wouldn't be the principal, but would make sure the job got done. Greg carried most of the April 28 meeting and

spoke much like a "senior partner". Cindy stated she is uncomfortable with Dillon-Hunt, but does not want to go back to square one again. Linda said she disagrees with Ken's statement that there were "too many bosses"; the Board spoke with one voice and provided him clear direction all along.

Barney believes a design/build approach would be difficult for the City, because of the process. It makes sense financially to continue with Dillon-Hunt because of the firm's prior knowledge of this project; it would take a great deal of time to educate a new architect. He believes the Board should make a clear statement that the VCB wants to work with Greg Dillon. He asked if we can put a cap on architect's fees or a not-to-exceed clause?

There was a discussion about putting a performance clause in any future contracts with Dillon-Hunt, and specific steps the Board would like the firm to follow to ensure that the project stays on track and in budget. Steve stated that we hired the architect to do this work and should not have to build in safeguards to protect the budget.

Linda made a motion that: The VCB continue its existing contract with Dillon-Hunt, subject to Greg Dillon being the lead architect and the VCB's principal contact on the Visitor Center project; that the total architectural fees, including the balance of the existing contract (\$6,900) will not exceed \$24,800, including reimbursables; the VCB Board will designate a Building Committee to work with Dillon-Hunt, along with the Director; that Dillon-Hunt conduct periodic "reality checks" with contractors during the course of the project to ensure that the project will remain within budget. Lon seconded; passed unanimously.

(Steve Hilliard excused himself from the meeting.)

The earliest date this proposal for a new contract can go before Council is 5/19; Dillon-Hunt would have to agree to continue work at no charge until Council approves a contract. Barney prefers to plan building completion in the fall and not fast-track the project. Debbie stated that our lease with the Chamber expires 12/31/93 and the Visitor Center lease expires 1/31/94.

Frank, Lon and Debbie will try to meet with Dillon-Hunt May 12 or 13 to relate the discussions at this meeting. Frank, Lon, Paul and Debbie will serve as the Building Committee.

JUCO: The City Attorney is preparing a new contract for sponsorship of the championship game(s) at the budgeted amount of \$10,000. Grand Junction will get 1/2 the commercial spots available. KOA is planning a live interview with Joe Garagiola on May 17. KOA will also give away a trip to the championship game, with complimentary lodging provided by the Hilton. Lon moved the sponsorship be approved; Karen seconded; passed unanimously.

**DIRECTOR'S REPORT:** Lodging tax receipts are up slightly; we expect April 1993 to be stronger than April 1992.

Brochure mailings remain very good, but calls to our 800 line are down. This decrease could be due to a number of factors and staff will check with other communities to see what types of inquiries they are receiving. Part of this may be attributable to reduced advertising by the CTB because the CTB's 12 month budget was stretched to cover 18 months. Also, more magazines may be using "bingo cards" and the public is responding to advertising more by mail than by phone. Staff will audit the number of busy calls on the 800 line during the season and research the possibility of a roll-over or second line for the 800 number for 1994.

Results of the April bicycle promotion were distributed. It was suggested that this type of business may take a long time to build up. In an effort to better track responses, perhaps City Market could be approached to give a free bag of ice to anyone turning in our ad coupon.

**VISITOR CENTER:** The open house was very successful. New volunteers are on line and a seasonal part-time employee starts this week, which will free up Judy's time for convention servicing.

**GROUP SALES:** Barb and Debbie will attend the Travel Industry Association's Pow Wow international trade show in New Orleans later this month. Grand Junction tourism partners attending with us are the Holiday Inn, Hilton, Walker Field and Friendship Tours.

The National Tour Association spring exchange was very successful; we had 26 appointments and developed seven very good leads. Estimated economic impact of new 1993 tours and returning tours is \$388,500; 1994 estimated impact is \$458,500. (This is based on NTA's figures of \$3,500 per coach). We will host the NTA Circle Fam June 8-9; a reception will be held at Colorado Cellars on the 8th.

**TASHIRO:** Harvey distributed copies of the summer ads and ad schedule. We are trying to develop another strategy with small ads that run often, along with special events ads and a postcard mail campaign. An estimated 30% of the advertising budget is spent on the shoulder season.

Five lodging properties have responded to our request to participate in the ADR research. Harvey will call the other properties and work toward a higher level of participation. This research will provide the VCB with quantitative information.

**OTHER BUSINESS:** Debbie, Barb and Irene attended the CTB annual conference in Denver last week. The CTB tax will be the first item on the ballot in November. Governor Romer, who has not been supportive of the industry, said that work toward passage of this tax will need to be a grass roots effort.

Cindy moved the meeting adjourn, Paul seconded. There being no further business, the meeting was adjourned.