

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

PRESIDING: Frank Bering, Jr.

MEMBERS PRESENT: Barney Barnett, Tom Ralser, Linda Afman, Paul Nelson (P. Nelson arrived after vote on Visitor Center lease)

STAFF PRESENT: Debbie Kovalik, Irene Carlow, Judy Manning

GUESTS: Linda Hill, Ken Hunt, Lana Turrou, Hank Schoch, Karen Berryman, Larry Seibert, Michael Klein

MINUTES OF DECEMBER 8, 1992: Barney Barnett moved for approval; Linda Afman seconded; approved unanimously.

VISITOR CENTER LEASE: The proposed lease has been reviewed by the Assistant City Attorney and accepted by the landlord as written. The monthly rent will increase more than had been anticipated, from \$325 to \$465 per month. The increase, however, does reflect current market rates. We requested the shortest term possible from the landlord; Bill Milius' best offer was a one year lease, as the building is fully occupied. This lease also gives the VCB the right to sublet the premises after we move to the new Center. Linda Afman moved the lease be approved as proposed; Barney Barnett seconded; passed unanimously.

BOARD RETREAT: Topics for the retreat will include planning for 1994, reaction to the possibility of the CTB being disbanded, direction for an agency contract, and formulation of the two year budget. The consensus of the Board is to have a one-day retreat, in town, from 8:00 am until 5:00 pm. Possible dates are March 24, March 31 or April 7. Staff is directed to check the possible dates at several locations.

TASHIRO: Linda Hill presented a detailed discussion of the Conversion Study, which has a 95% confidence level. The purpose of the study was to evaluate the VCB, our ability to respond to requests for information, and our ability to encourage visits. The study also enabled us to compile a demographic profile of our visitors, both in-state and out-of-state. The results of the study are very positive and detail the success of our advertising campaign.

87% of the callers were very satisfied with the VCB. 31% of people outside of Colorado used the Official State Vacation Planning Guide to call the VCB; 34% got our phone number from the CTB office. Our gross conversion rate was 47%, which is considered very successful (64% for Colorado residents, 43% for non-residents). Other cities in Colorado that were being visited included: Denver, Colorado

Springs, Durango, Gunnison and the Black Canyon, Silverton and Ouray. The Monument was our top attraction; 89% were satisfied with their visit; and of a total 10 days spent in Colorado, 2 were spent in Grand Junction. The average age of our visitor is 35-44 and each party spent an average of \$251 during their visit.

VISITOR CENTER: Linda Hill presented preliminary ideas of signage and colors for the interior of the Visitor Center. The new lettering style used in our ads, the color scheme and "torn paper" borders would continue our advertising theme inside the Center. These would not need to change as our advertising plan/creative direction might change in the future.

The Director is checking with City staff regarding requirements of ADA and the possible need for Braille and the size/type requirements for vision impaired visitors. Ken Hunt stated that the poundage of closure on the non-automatic door can be adjusted to meet ADA requirements. One automatic door will be installed at the main entrance on the upper level, giving the handicapped access to the lower level via the elevator. The VCB will develop a policy on assisting the handicapped (e.g., reading information to those with visual impairments) and train the volunteers in this policy.

Dillon-Hunt expects to have copies of the plans to contractors by January 22 or 25 allowing two weeks to bid, with bid openings scheduled for February 9, then to Council February 17. The drainage issues are all minimal and have been resolved. He will need an answer soon on sewer and utilities.

Public Works Department prepared an impact study on the access road for the State Department of Transportation. The VCB's application will be approved or denied 45 days from the January 8 submission date. Paul Nelson stated that the Department of Transportation plans to signalize the Horizon Drive/I-70 intersection in 1994.

DIRECTOR'S REPORT: The Director recapped the year-end figures:

lodging tax	+16%
brochure mailings	+48%
800 calls	+45%
visits to Center	+5%

The 800 line averaged 42 calls per day in 1992 and we expect an additional increase in 1993.

Group sales generated 93 sales leads, with a direct economic impact of \$1.5 million. We provided convention services to 113 groups representing 21,786 delegates.

Regarding Amendment 2: During the third week of December, Colorado Springs conducted a feasibility study for a convention center. Of the 300 associations contacted, only two comments were made concerning Amendment 2.

NEW BUSINESS: Lana Turrou, Director of the Grand Junction Area Film Commission, and Michael Klein, Director of the State Film Commission, addressed the Board. Lana detailed the efforts and successes of the local Commission, which responded to 84 leads in the past year. Most of their leads come from the State office as well as referrals from production companies, etc., that have been here before. Michael discussed the work of the State Film Commission and the synergy between the film and tourism industries. He also discussed the tremendous effect Amendment 2 is expected to have on both industries. The Film Commission requested a \$2,000 contribution from the VCB for membership dues and attendance (booth expenses, airfare, lodging) at the Film Expo in Santa Monica February 27 - March 2. Lana stated that the Film Commission approaches a specific entity with a request to fund a particular project.

The Chairman noted that the VCB has never funded trips for other entities, and this request is for a different segment than tourism. Paul Nelson voiced his support for the Commission's efforts. He noted that the VCB's budget for 1993 was set several months ago and that the VCB's funds are committed to the Visitor Center. Perhaps this is a topic for 1994 funding that the Board could discuss at the upcoming retreat. He also pointed out that other funding requests have been turned down and the Board denied considering Special Event Funding applications that were received late. Barney Barnett felt this is very short notice, we would need to look at the budget, and he doesn't feel the Board can make a decision today. Linda Afman asked if the Commission would give the Board a list of other projects that funding will be needed for.

Tom Ralser asked if, in future years, there may be an opportunity for the Film Commission and VCB to work together? In some cities, the two entities operate under one roof. Karen Berryman and Larry Seibert responded that housing the Film Commission with the VCB may be a consideration in the future, especially with the new Visitor Center location. Film Commission Board members suggested that possibly phones could be shared and a part-time person for the Commission could locate in the VCB office.

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