

MINUTES OF THE VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS MEETING
NOVEMBER 8, 1994

PRESIDING: Paul W. Nelson

MEMBERS PRESENT: Tom Kleinschnitz, Bill Bessinger, Lon Carpenter, Barney Barnett

MEMBERS ABSENT: Cindy George, Karen Berryman, Fay Timmerman, Jay Trent

STAFF PRESENT: Debbie Kovalik, Irene Carlow

GUESTS: Char Shofner, Jann Ertl

MINUTES OF OCTOBER 18, 1994: Lon Carpenter moved the minutes be approved, Bill Bessinger seconded; approved unanimously.

BOARD BUSINESS: A workshop to review Special Event Funding applications is scheduled for Tuesday, December 6 at 3:00 pm at the VCB office. Board members are asked to forward their rating sheets to staff by December 1.

Visitor Guide Policy: This policy is a statement of the guidelines under which previous Visitor Guides have been published. The policy defines the purpose of the Visitor Guide as well as the criteria for inclusion and will ensure consistent responses to inquiries about the brochure. Lon moved the Visitor Guide Policy be approved as written, Bill seconded; approved unanimously.

Retreat Follow-up/Product Development: This discussion was initiated at the retreat because of the need for more product. The VCB promotes existing products, but it is not our mission to initiate products. If a proposed product (attraction) would bring a lot of people from out of town, the VCB would at least look at it. As opportunities may arise, they will be considered on a case-by-case basis. The Board will keep an open mind toward helping something get off the ground.

One of our "products" and a big asset to the area is public land. The tourism industry needs to be involved in protecting public lands and keeping them open to the public. The Chair and Director will invite Congressman Scott McInnis to meet with VCB representatives to discuss public land issues.

DIRECTOR'S REPORT: Lodging tax receipts and visits to the Visitor Center are both up. Business during hunting season is expected to be good because of the mild weather. In-state visitors are up 23%, and international visitors up 16%. However, out-of-state visitors are down 48%, which makes formation of the Colorado Travel & Tourism Authority increasingly important.

Tashiro will send the Board a preliminary report of the Visitor Center survey. We will continue the survey through December to get a cross-section throughout the year. The ADR study will be finalized as soon as we receive numbers from one property.

The NTA Fall Convention was a success, with 62 appointments scheduled in advance and approximately 20 more booked after arrival at the convention. Mayflower Tours, one of the largest tour operators in the US, has booked a series of 8 tours/2 nights in Grand Junction; this booking will give us more credibility when selling to other operators. Representatives from the Hilton, Holiday Inn and Ramada also attended.

Volunteer training was recently completed with the Police, Fire Department and the Red Cross. This training dealt with emergency, safety and human services issues, and how to handle them at the Visitor Center.

The Natural Resources and Tourism Council completed production of a Campground Guide which includes both public and private campgrounds. The Guide will be distributed in 1995 at the Visitor Center and the offices of the US Forest Service, BLM, Monument, Bureau of Reclamation, Colorado State Parks and Division of Wildlife. The next need to be addressed by the Council is a hiking trail map. Sunset Adventures will be held again next summer, possibly at the Visitor Center.

OTHER BUSINESS: Lon Carpenter will be the VCB representative to the Chamber Board. The Chamber will assign a new representative to the VCB Board.

Lon moved the meeting adjourn; Bill seconded. There being no further business, the meeting was adjourned.