

MINUTES OF THE VISITOR & CONVENTION BUREAU  
BOARD OF DIRECTORS MEETING  
AUGUST 9, 1994

PRESIDING: Paul W. Nelson

MEMBERS PRESENT: Tom Kleinschnitz, Bill Bessinger, Fay Timmerman, Cindy George, Barney Barnett, Karen Berryman, Lon Carpenter

MEMBERS ABSENT: Steve Hilliard, Jay Trent

STAFF PRESENT: Debbie Kovalik, Judy Manning, Irene Carlow

MINUTES OF JUNE 14, 1994: Cindy George moved the minutes be approved, Bill Bessinger seconded; approved unanimously.

ADVERTISING AGENCY PROPOSALS: Lon Carpenter moved to recommend to Council that Tashiro Marketing & Advertising be retained as the agency of record for a three year period, beginning January 1, 1995; Cindy George seconded; approved unanimously.

RETREAT FOLLOW-UP/LONG TERM FUNDING STABILITY (e.g., special interest groups might request Council re-allocate funds currently designated for the VCB; possible decrease in lodging tax receipts). Similar topics were addressed at the IACVB's July seminar. The industry recognizes that it is too easy to institute a lodging tax and use receipts to fund various types of activities. The traveling public is viewed as an easy "target" for taxation; localities benefit from increased revenues without taxing local residents. Also discussed was what happens when a community (or state) doesn't support tourism marketing. Some ideas for potential future revenue sources: co-op sponsorships; co-op advertising in visitor centers; build in user fees by creating benefits for local businesses to pay for brochures, leads, labels, etc. Instituting user fees and co-operative "layers" could also lead to loss of control.

Central reservations systems were also discussed at IACVB. The Lake Placid Bureau reported that, initially, smaller properties were not enthusiastic about central reservations because first class rooms account for 60% of the area inventory. However, 90% of the Bureau's reservations went to the smaller properties. Start-up costs are very high and take many years to re-coup; charges are either a percentage or flat fee per room.

Airline service in western Colorado, particularly to ski areas, was discussed. The Director will get information about subsidies into Eagle County and Crested Butte.

COUNCIL RELATIONS: Each Board member will maintain regular contact with a Council member to keep Council apprised of the VCB's plans and activities.

Ron Maupin

Fay Timmerman

R.T. Mantlo  
Jim Baughman  
Linda Afman  
Reford Theobald  
John Tomlinson

Paul Nelson  
Tom Kleinschnitz  
Karen Berryman  
Lon Carpenter  
Barney Barnett

Adventure Bound can do an overnight raft trip for the Board/staff either August 26/27 or September 15/16. The BLM may also be interested in participating. If an overnight trip is taken, the preferred dates are September 14/15. Those not wishing to stay overnight can go on the first day, leaving at 9:00 am returning at 5:00 pm.

**DIRECTOR'S REPORT:** July lodging tax receipts (for June business) were up 5% over 1993. The Director cautioned that next month's receipts will include two weeks lodging for 300 firefighters; no lodging tax was collected on those rooms.

Convention Servicing is assisting more groups than last year, but there are fewer participants per group. The decrease in leads generated by group sales (down 50% from 1993) is attributable to the loss of the CTB.

A draft of the 1995 Marketing Plan was distributed. Staff has not suggested any changes to the advertising/research pending final selection of the agency. Destination Showcase tradeshow will be dropped and attendance at the Religious Conference Management Association show added. Continued participation in each tradeshow is assessed after three years, with input from the hotels. CINET, the IACVB's lead-sharing program, will be added in 1995.

**OTHER BUSINESS:** Colorado Municipal League Conference - A committee representing the hotels, Council, City department heads and the VCB will prepare a proposal offering three options for a dinner/evening event: downtown, Devils Canyon, Hilton. Other events we will assist with are the opening reception, golf tournament and fun run. It is still unknown if Country Jam dates will be changed for 1995.

**NEW BUSINESS:** The City Manager asked the Chair if the VCB would want to take on responsibility for the City entrance signs. The Board agreed this could present many opportunities, and will discuss in detail at a later date.

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