

MINUTES OF THE VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS MEETING
JUNE 14, 1994

PRESIDING: Paul W. Nelson

MEMBERS PRESENT: Tom Kleinschnitz, Bill Bessinger, Fay Timmerman, Cindy George, Steve Hilliard, Barney Barnett

STAFF PRESENT: Debbie Kovalik, Judy Manning, Irene Carlow

GUEST: Linda Hill

MINUTES OF MAY 10, 1994: Karen Berryman moved the minutes be approved, Cindy George seconded; approved unanimously.

SPECIAL EVENTS POLICY REVIEW: A draft of the policy with recommended revisions was distributed. Cindy George reported the consensus of the Committee is that the VCB needs to better educate the public -- "get the word out" -- about Special Events funds. Perhaps Char Shofner could assist with press releases. The current policy does allow for reimbursable funds to be awarded to for-profit entities. Following are the major changes recommended:

1. Applications be accepted and reviewed two times per year. This will help with shoulder season events and has the potential to accommodate more events and would give the Board more flexibility. The Board would have the option of awarding all or part of the budgeted funds at the first review.

2. Up to 25% of the award could be used for salaries. It was noted that the successful events have paid staff.

There followed discussion concerning the need for specific dates for application submittal vs reviewing funding requests at any time. It was agreed that accepting applications at only certain times would be a better use of both staff and Board time.

Steve Hilliard moved the recommendations of the Committee be accepted as submitted; Tom Kleinschnitz seconded; approved unanimously. Staff will request Council approval of the revised policy.

ADVERTISING AGENCY RFQ: Five responses were received, one of which did not respond as required. The Agency Review Committee will meet June 15 at 3:00 pm to review the applications.

RETREAT FOLLOW-UP/TERRITORIES & COALITIONS: Is it the VCB's responsibility to market valley-wide? What territories and coalitions are valuable to us?

Steve began the discussion by stating that the VCB should promote Devils Canyon in a big way. This is an important new product for our area and we should promote it just as we promote the wineries and all other attractions in the Grand Valley. The city of Fruita is involved in a serious effort to make Devils Canyon a successful development.

At the recent cities/county meeting, it was mentioned that the VCB markets the wineries as if they were in Grand Junction rather than Palisade. More entities want to share in the VCB's publicity and may be willing to make financial contributions toward those efforts. The VCB will continue to cooperate and work with both the surrounding communities and our tourism partners. While it may be nice to receive additional financial resources for marketing efforts, what is really needed is product. It is also important that financial contributions not sway or influence the VCB's priority of filling hotels in Grand Junction.

Kathleen Brown is working on a press release for Devils Canyon/Dinosaur Days. The release will be distributed nationally, with primary follow-up on the front range. If the release is picked up on the wire service/Denver TV, it could be picked up nationally. Fay asked if marketing Devils Canyon might have negative effects on Dinosaur Valley. Linda Hill stated that the two facilities will appear together in VCB ads as well as Kathleen's press release and we will continue to market Dinosaur Valley as we have in the past. There was also discussion about the different mission or emphasis of each facility and how the two are expected to complement each other rather than compete.

Among the exhibits at Devils Canyon will be an earthquake simulator and wind tunnel that show the effect of erosion and how the Monument was created; a 100 seat high-tech audio-visual theater; robotic dinosaurs (will change each year); mock paleo quarry; 7 life-sized dinosaurs around outside of building (by 1996).

COLORADO ASSOCIATION OF CVB'S (CACVB): Convention and visitor bureaus in Colorado met two weeks ago and discussed forming a statewide association to maximize advertising and co-op opportunities. The group's immediate concern is the negative national publicity that would result if the 800 line previously owned by the CTB is not answered. Colorado Reservation Service has agreed to answer the 800 line at its own expense if the CACVB can fund mailing costs; funds currently available can cover mailing expenses through approximately June 25. The fulfillment piece is a CTB publication which lists phone numbers for all CVBs and Chambers in Colorado. All bureaus are asked to make an initial contribution of \$1,000 to meet immediate fulfillment expenses; this is expected to keep the phone answered and brochures mailed for another 30 days. Ski Country may take over in early September. All mail previously handled by the CTB is stamped "Return to Sender".

Steve asked what the role of this new association would be vis-a-vis the Marketing Authority? Is this a duplication of efforts?

The Director responded that the bureaus are trying to fill the gap until the Marketing Authority is a reality. This type of organization is not unusual; forty-six other states have an association of CVB's. The plan is to incorporate the association and establish a dues structure based on each bureau's annual budget. The focus of the association will be to develop cooperative statewide marketing programs and strengthen communication.

Tom Kleinschnitz moved the Board approve a \$1,000 contribution to fund fulfillment expenses for the 800-COLORADO line; Barney Barnett amended the motion to approve the expenditure as long as it does not interfere with other marketing efforts. Karen Berryman seconded; passed unanimously.

TASHIRO MARKETING: Devils Canyon/Dinosaur Days ads will run in the Denver papers beginning July 10. Kathleen Brown is working on a Winefest press release with distribution similar to that of Devils Canyon. Sunset Magazine will do a story on the Winefest and the Food Editor of the Denver Post is planning to attend the festival.

The TV ad airing on Channel 4 was shown; this will run through late June, then pick up again in September. Existing footage was used to keep production costs down. Radio responses are higher than 1993; it is believed that TV and radio are complementing each other.

The Visitor Center research proposal was distributed and reviewed; the survey will be conducted from July - December. Items to be evaluated by this survey:

- reactions to the Visitor Center
- accessibility
- staff helpfulness
- information available
- impact on length of stay

DIRECTOR'S REPORT: Year-to-date visits to the Center are even with last year. Better signage and installation of the traffic signal are expected to increase visits. Staff recommends a double-sided TDS sign for the Visitor Center in front of Taco Bell, as well as asking volunteers to visit hotel front desk staffs to promote awareness of the Center. Steve Hilliard stated that occupancy on Horizon Drive is down and the Visitor Center is reflecting that decrease.

Kathleen Brown will do a press release about room availability for Country Jam. The VCB, Hilton, Holiday Inn and Ramada will host a hospitality suite at Colorado Municipal League in Vail June 22-23. Council members and department heads will also act as hosts.

OTHER BUSINESS: Steve asked if the opening line of our full page ad ("Sticks & Stones") could be reworded so emphasis is not placed on camping. He also voiced concern about the effect on group business when GP Express begins bringing 19 passenger planes to Walker Field. GP Express does have the ability (through Continen-

tal Airlines) to bring in larger aircraft for specific (group) needs. There was discussion about how the change in service will affect local residents, tourism, economic development. The Chairman will contact his counterpart of other community organizations to discuss this issue.

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



GRAND JUNCTION, COLORADO

VISITOR & CONVENTION BUREAU

The July 1994 Board meeting was cancelled because a quorum could not be assembled.

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