

MINUTES OF THE  
VISITOR & CONVENTION BUREAU  
BOARD OF DIRECTORS MEETING  
MAY 10, 1994

PRESIDING: Paul W. Nelson

MEMBERS PRESENT: Tom Kleinschnitz, Fae Timmerman, Lon Carpenter, Bill Bessinger, Steve Hilliard, Barney Barnett, Karen Berryman and Jay Trent

STAFF PRESENT: Debbie Kovalik, Barbara Bowman, Judy Manning and Erin Chapman

GUESTS: Cindy Sherrill, Linda Hill and Char Shoffner

MINUTES OF MARCH 8, 1994: Lon Carpenter moved the minutes be approved, Tom Kleinschnitz seconded; approved unanimously.

VISITOR CENTER BROCHURE POLICY: Staff has been approached by 2 separate entities that fall in the gray area of the Visitor Center brochure policy. The current brochure policy was read to the Board by the director. Paul Nelson asked the Board if they are satisfied with the current policy or if they felt it needed to be modified or have a grandfather clause instated. A discussion was held and it was voted that Mesa Books & Maps, Harvey and Southwest Galleries, meet the intent of the policy and would be allowed to display their brochures in the Visitor Center.

CONTINGENCY MARKETING RECOMMENDATIONS: Use of the contingency fund was brought forward for the following items:

|  |            |
|--|------------|
| -Additional brochure rack              | \$680      |
| -Outside (weatherproof) bulletin board | 250        |
| -Miscellaneous signs                   | 100        |
| -Picnic tables                         | 800        |
| -Art on the Corner, concrete/labor     | <u>200</u> |
|  | \$2030     |

Barney Barnett inquired about larger shade trees. Debbie Kovalik will consult the landscaping contractor and report back to the Board on this issue.

Paul Nelson moved the contingency fund be used for these items and Lon Carpenter seconded; approved unanimously.

The Downtown Development Association will be providing the Visitor Center with an Art on the Corner piece. The Visitor & Convention Bureau will pay for the cost of mounting (which will be a temporary mount) and labor. The piece, Anthro-Kachina-Morph, was chosen by a DDA committee. The piece will be mounted the weekend of May 13th. The City of Grand Junction has a blanket insurance coverage that will cover any damage to the art piece.

International Marketing Opportunities: Eileen Gordon, previously the Director of Domestic and International Program with the Colorado Tourism Board, has developed a program for cities in Colorado that will enable them to keep visible in the foreign market. She will attend the international related trade shows and generate leads. These leads, similar to what the CTB provided us before their demise, will be made available to us as a participant in Eileen's program. The cost varies as to the degree of participation ranging from \$900 to \$15,000. The VCB staff is recommending that it participate in the \$1500 level. The option of buying into the \$4500 level is also being considered with co-op partners and the VCB still contributing just \$1500. The Peachtree Inn has already offered \$900 to join in this venture. The \$1,500 investment includes the following benefits:

1. CTM will provide representational services including the fielding of general inquiry calls, requests for assistance with statewide fairs, responding to general media needs, handling international travel trade requests for general assistance or requests for collateral material. All inquiries and requests will be forwarded to specific participant(s) for immediate attention and action.
2. CTM will promote Colorado participant's product to travel trade in each target market.
3. CTM will liaise with scheduled and charter air carriers on a quarterly basis to encourage favorable routes and schedules between Colorado and targeted international markets, to develop joint promotional opportunities and to secure transportation to/from trade shows.
4. CTM will include participant in a directory describing product of all Colorado participants; directory will be distributed at international travel trade shows, on trade missions, sales calls, to all fair participants and in response to general inquiries.
5. CTM will attend USTTA's International Marketing Conference each year. Data obtained at that meeting will be made available to Colorado participants upon request. Data consists of updates of key international markets, tour operator directories for key markets and contact information for USTTA offices.

If the VCB were to attend each of these shows, the cost would be substantially greater. After a short discussion, Tom Kleinschnitz motioned to approve the \$1500 participation package and Karen Berryman seconded.

AIRPORT KIOSK: From the surveys received from the Board on topics not completed from Board Retreat, the airport kiosk was the most important issue. The airport manager would like the VCB to have a large display (other than our trade show booth) at the airport terminal. Barney Barnett suggested we just don't have the funds at this time for a new display, and again, offer the tradeshow booth

temporarily. Debbie will proceed in getting the booth set up at the terminal in July.

**TASHIRO MARKETING:** Tashiro showed the video tape of Colorado Getaways for the group which ran on Channel 4 on April 6 and April 13. It is possible that one of these filmings will be put on their final video that will be available for sale.

Television was added to the budget this year, which will be running simultaneously with newspaper. Channel 4 will run from mid May through June and pick up again in September. In addition to the 64 paid spots, there will be special promotional spots to cover Juco, the Japanese All Star Game, the Art Festival and the Wine Festival.

On Channel 2 the special promotion "Rockies Fan Van" was purchased. This included 15 promotional spots for both the May 3rd and May 16th Rockies game. Debbie Kovalik and Barb Bowman appeared with the Fan Van at the stadium prior to the game on May 3rd (and will again on May 16th) to pass out brochures and give away a trip to Grand Junction. Not all comments were positive. This awareness makes TV imaging and front range research that much more important.

Linda Hill also showed the story boards for the new "Surprising Choices" television commercial, which will be completed on May 21, 1994.

Debbie Kovalik explained the 1993 error on ESPN's part regarding our commercial not airing as promised, has enabled the VCB to negotiate the purchase of a \$10,000 package instead of the original \$15,000 budgeted.

**Summer Promotions:** We will have a larger presence in the Denver Post than the Rocky Mountain News. We will have a full page ad in the Post's "Colorado Vacation Guide", sponsored by Total Petroleum and running May 15th. Many of the Grand Junction area tourism partners have piggybacked on this ad. Total Petroleum will overprint 200,000 to utilize at their stations.

Special Event ads will run in July and August in both papers including a focus on dinosaurs and the opening of Devils Canyon.

Radio will consist of KOA and KOSI with a total of 64 spots. We will use our previously produced radio commercials for this buy. Linda Hill played a sampling of 2 of those radio spots for the group.

**Public Relations:** Kathleen Brown has sent out press releases on JUCO and the Colorado National Monument survey to selected papers. Kathleen has also persuaded Channel 9 to come to Grand Junction and cover the JUCO game. Karen Berryman indicated that Bruce Hill would allow the VCB to set up the trade show booth at Juco. Debbie Kovalik will research this option.

As a result of one of Kathleen's earlier press releases, the Los Angeles Times ran a small article, which Linda passed out, on the demise of the CTB and it listed Grand Junction as a source to contact for visitor information.

The Japanese All Star Game promotion: The promotional ads will run in western slope newspapers 2 weeks prior to the event. Participating properties will sell reduced tickets to the game when presented a package coupon clipped from newspaper.

Linda Hill also displayed the dinosaur article that appeared in Touring America, the May 8th Denver Post article on Devils Canyon and the Denver Post article about the Ankylosaur that was found in this area.

DIRECTOR'S REPORT: The lodging tax year to date figures are up, but visits to the Visitor Center are down. Visits to the Colorado National Monument are down in April, but the Monument figures have always been difficult to compare. The decrease in brochure mailings is attributable to a change in our USA Weekend ads. In 1994, the Central region was retained but the Western region was dropped in favor of other publications with wider geographical distribution. Other advertising efforts are producing strongly. Vendors fee was up 11.6% for the first quarter of 1994.

There won't be a definite cost on the building until some time in July, as the landscaping was just completed. Debbie Kovalik noted that the landscaping has a full year warranty; if anything dies it will be replaced.

Visitor Center: The European market is growing substantially. Individuals from 18 foreign countries visited the Center in April.

The stoplight should be in place some time this month. There is still more signage that will be posted around the Visitor Center and one supplied by the CDOT at the entrance of the freeway indicating "freeway entrance here."

The RFP for the advertising agency is in process. The committee is meeting regularly to determine guidelines.

Paul Nelson was commended for his letter to the Daily Sentinel editor regarding the incorrect headline that appeared in the story about the feasibility of a new convention center on Horizon Drive.

Bill Bessinger moved the meeting adjourn; Karen Berryman seconded; there being no further business, the meeting was adjourned.