

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

PRESIDING: Steve Hilliard

MEMBERS PRESENT: Karen Berryman, Linda Afman, Cindy George, Lon Carpenter, Barney Barnett, Tom Kleinschnitz, Fae Timmerman, Jay Trent

STAFF PRESENT: Debbie Kovalik, Irene Carlow, Judy Manning, Barbara Bowman

GUESTS: Linda Hill, Char Shoffner

MINUTES OF FEBRUARY 15, 1994: Cindy George moved the minutes be approved, Karen Berryman seconded; approved unanimously.

Steve Hilliard welcomed the new members to the Board: Tom Kleinschnitz, Fae Timmerman, Jay Trent.

VISITOR CENTER: The Director reviewed the project budget, noting that 1993 savings on operating expenses nearly offsets the \$30,000 construction overage.

Landscaping bids were received and the low bid was \$38,000; architect's estimate was \$29,000. After meeting with the landscape architect, the Director and City representatives have requested a change order that will result in a \$5,000 savings on the bid. The change order concerns the type/amount of mulch that will be used and does not decrease the number or types of plants. Request for award of the bid will be on Council agenda 3/16.

The landscaping will be done in three distinct "zones": to the east will be the Monument zone, North will be agricultural, semi-arid at the rear of the building. The landscape architects association has provided interpretive signing with accompanying pamphlet on other projects, and they will be asked to do so on this one also.

A final copy of the Visitor Center Brochure Display Policy was distributed.

TOURISM DIRECTIONAL SIGNAGE: The Director reviewed Colorado Department of Transportation (CDOT) regulations and compromises; prototypes of the signs were displayed. These regulations apply to signage on highway right-of-way, even inside City limits, and represent approximately one-half the current project. Major intersections and thoroughfares (e.g., 1st & Grand, North Avenue, Business Loop) are all subject to CDOT regulations. CDOT approved the City logo at the top, but the body of the sign must be brown.

Only City-owned facilities can be signed and the VCB/City staff are working to include the Museum as one of those facilities. Signage on City streets could be a different color than those approved by CDOT, but visitors would be better served by maintaining consistency throughout the area. The TDS Committee hasn't made a final decision on the colors yet, but expects to in time to take to Council the end of March. The consensus of the Board is to accept what CDOT has approved so signs can be installed before start of busy season. We can work toward improving the signs later.

The traffic signals at Horizon Drive and Visitors Way as well as the I-70 off-ramps are scheduled for installation in late April.

BOARD RETREAT: The Director will compile a list of suggested topics and send to Board members to prioritize. Because the date of the retreat and the regular monthly meeting are so close together, the regular April Board meeting will be cancelled. The next regular meeting will be May 10.

DIRECTOR'S REPORT: A 57-room Comfort Inn will be built on Horizon Drive between Wendy's and Howard Johnson. Completion date is scheduled for June.

The VCB is actively working with Federal agencies in the Grand Valley Natural Resources Tourism Council. All of the agencies involved are working to make themselves user-friendly and avoid duplication of efforts. One of the Council's first projects will be producing a comprehensive camping guide of the area, something that has not been done before. Also planned is an interpretive program during the summer months. A "campfire chat" will be held one night a week for five weeks at various locations along the Horizon Drive corridor or Lincoln Park.

Group Sales: Staff is working with several out of state groups; these leads came from various trade shows we have attended. Several good leads resulted from the Destination Showcase trade show. VCB staff and hotel sales staff will make calls in Denver the week of April 11-14. Appointments will be pre-qualified. The sales week will finish off with a reception for these meeting planners at the Denver Botanic Gardens. Staff encouraged two Board members to attend this reception, at the VCB's expense.

Visitor Center: February was the first full month of operations in the new building and the transition is going smoothly. The number of volunteers is growing, and staff has not even begun recruitment efforts. A goal of 85 volunteers has been set for the busy season.

Convention Servicing: Staff called on area hotels to update them on the VCB's services. The meetings trend appears to be for more groups, but smaller size.

Hospitality Training: Staff has organized hospitality training on April 5. Colorado Airlines has generously donated two motorcoaches

for a tour of the valley. The target audience is hotel front-desk personnel as well as convenience store staff.

TASHIRO: Linda Hill distributed and briefly reviewed the 1994 Marketing Plan. The public relations campaign was discussed and Char Gray-Shofner, who will handle local PR, was introduced.

The ADR study was also distributed. Eight properties participated in this survey of occupancy and average daily rates for the last three years. This study documents the area's growth. The goal has been to maximize summer business, then build the shoulder season.

Front Range Advertising: Channel 4 is locked in for 88 spots over a six week period. Channel 2 will be used to emphasize JUCO; we will utilize the "Fan Van" for two Rockies games in May.

Linda presented the Board with two awards from Hospitality Sales & Marketing International: A gold award was received for the black-and-white ad campaign in Denver newspapers; a silver was received for the direct mail campaign. Competitors for these awards included Richmond, VA; San Antonio, TX; Santa Fe, NM; San Diego, CA.

Fae moved the meeting adjourn, Barney seconded; there being no further business, the meeting was adjourned.