

MINUTES OF THE  
VISITOR & CONVENTION BUREAU  
BOARD OF DIRECTORS MEETING  
February 15, 1994

PRESIDING: Paul W. Nelson

MEMBERS PRESENT: Linda Afman, Cindy George, Lon Carpenter, Barney Barnett

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

MINUTES OF JANUARY 11, 1993: Cindy George moved the minutes be approved, Barney Barnett seconded; approved unanimously.

VISITOR CENTER: Plans for the dedication and open house were reviewed. The open house will be at no expense to the VCB, because staff arrange for all food and drink to be donated. Char Shoffner is working with the local media. Lon Carpenter will contact the Chamber Rangers for the ribbon-cutting.

The Public Relations plan was distributed and reviewed.

Landscape bids are due the week of February 21. Seven companies attended the pre-bid conference. Ciavonne & Associates estimates the cost at \$28,000; \$25,000 is budgeted and \$1,400 of that has been spent on Ciavonne's plan. Barney suggested and the Board concurred that any bid without a bid bond attached will not be opened. Because of the time constraints involved with the landscaping, the Board authorized the Building Committee (Paul Nelson, Lon Carpenter, the Director) to accept a bid on behalf of the Board. A special Board meeting may be called to review the bids if the Committee requests.

The touch screen will not be installed because the Division of Wildlife does not have adequate funding. The Division hired a vendor who, in turn, requested funding from the VCB. The VCB cannot fund this project without issuing an RFP.

The current policy on displaying brochures in the Visitor Center was distributed and discussed. The policy is to display and distribute information on businesses that provide tourism services, non-profit tourism entities and government agencies. We display hotel brochures from properties that collect the lodging tax. Brochures from properties outside the City limits are on hand, but not displayed, so that we can assist visitors who make a specific request. In response to visitors' requests, we had previously displayed local real estate magazines. The realtors provided racks and kept them stocked. Staff suggests that real estate publications could be displayed in a revolving rack that the VCB owns.

The Board acknowledges that real estate publications are a service to visitors and the Center must concentrate on visitor services. The Board agreed the policy should include the staff suggestion of utilizing one rack for realtor information. It was also agreed that we will not have any newspaper stands at this time. All brochures will be accepted and displayed at the discretion of the VCB. Lon moved the policy be accepted as presented, Linda seconded; approved unanimously.

The Tourism Directional Signage Committee will meet in the near future to review the compromise proposed by the Colorado Department of Transportation and finalize this project. Our goal is to have signs up by May 15.

**BOARD RETREAT:** The annual Board retreat will be held at the Cider House, 1126 Grand Avenue, on April 7 from 8:30 am - 5:00 pm.

**DIRECTOR'S REPORT:** January lodging tax receipts, representing December business, are up 20%. Calls to the 800 line and brochure mailings are also up over last year.

The Director called on Nippon Travel and JTB, our two largest Japanese tour operators, while in Los Angeles with MCEDC. Both meetings were excellent, and they were very supportive and enthusiastic about our product. MCEDC came back from the trade show with 5-6 leads to work, all small businesses with 20-30 employees.

Rich Meredith presented the legislature with a \$1.4 million budget request for CTB funding. This would cover: welcome center operations; 800 line; fulfillment postage; state maps. On February 25 Continental Airlines is sponsoring a fundraiser for the CTB; their goal is to raise \$100,000. Everything has been donated for this event which can accommodate 2,000 people. Debbie and Barbara will both attend.

**Sales:** A glossary of industry terms was distributed. January sales numbers are on target. However, tour operator inquiries are down, which is a direct result of the loss of the CTB. During 1994, VCB staff and hotel staffs will make joint sales calls on meeting planners in the Denver area. The VCB offered this team approach to all hotels. One trip has been made with the Hilton; trips are scheduled with the Holiday and Ramada. Our major Denver sales effort is scheduled the week of April 11, and we will end the week with a reception at the Botanical Gardens.

Lon Carpenter moved the meeting adjourn, Cindy George seconded. There being no further business, the meeting was adjourned.