

MINUTES OF THE  
VISITOR & CONVENTION BUREAU  
BOARD OF DIRECTORS MEETING  
January 11, 1994

PRESIDING: Paul W. Nelson

MEMBERS PRESENT: Karen Berryman, Linda Afman, Cindy George, Lon Carpenter, Steve Hilliard

STAFF PRESENT: Debbie Kovalik, Irene Carlow, Judy Manning

GUESTS: Linda Hill, Steve Stanley, Dwayne Cochrane, Jann Ertl

MINUTES OF DECEMBER 14, 1993: Karen Berryman moved the minutes be approved, Linda Afman seconded; approved unanimously.

VISITOR CENTER: Alpine C.M. expects to turn the building over to the VCB on January 21, in accordance with the contract.

A dedication plaque needs to be ordered; included on the plaque will be Council, City Manager, VCB Board and Director, architect and contractor. All Board members who served during 1993 will be included. Formal dedication of the building is scheduled for February 17 at 9:30 am; an open house will be the same day from 5:00 pm - 7:00 pm. No alcoholic beverages will be served.

The Daily Sentinel has raised concerns about the lack of a Certificate of Occupancy (CO). The contractor assured the Building Committee and staff that everything would be taken care of for the VCB to occupy the office portion on December 31. It is the responsibility of the architect and the builder to obtain the CO. The builder will do what is necessary to get the CO this week. No meetings are being held in the building; the Visitor Center is not open to the public; staff is using restrooms at Taco Bell.

SPECIAL EVENTS: Cindy reported that the Renaissance Faire final report was turned in on time and that VCB funds were spent appropriately. This event may not be unique enough to attract large numbers as other similar, larger events on the Front Range do.

BOARD RETREAT: A one-day retreat will be held Thursday, April 7. Staff is directed to check the availability of local lodging properties that have not previously been used for VCB meetings (Ramada, Cider House).

TASHIRO MARKETING: Linda Hill announced that the VCB has again won awards presented by Hospitality Sales & Marketing Association International (HSMIAI). A gold award was received for the black and white newspaper ads and a silver award was received for the direct mail campaign. There were over 1400 entries and the VCB was

competing against all major cities. All the awards will be on display at HSMIAI's annual meeting in Denver in March.

The Visitor Center research questionnaire is complete; we need to finalize implementation. Six months will be selected to conduct the survey (March or April; May or June; July; August; October or November). The public relations program is on line and will focus on regional and national media. A local representative will work with travel writers, freeing up VCB staff time and resources. TV advertising recommendations will be made after proposals are received from the Denver stations.

**DIRECTOR'S REPORT:** December lodging tax receipts were down 9%; total 1993 was up 9%. Fourth quarter vendor's fee was up 16%. 1993 lodging tax receipts were projected at 10%; the budget will not be impacted, however, because of the vendor's fee increases. The 1993 total budget is underspent approximately \$7,000-\$8,000. Projections can be discussed in detail at the Board retreat and mid-course corrections can be made as necessary.

Staff anticipates feeling the impact of the loss of the CTB sooner than originally expected. We will rely on our public relations campaign to help make up those losses. The addition of Devil's Canyon will certainly help us, but that attraction will not be promoted to the exclusion of others. The VCB will still maintain special events/ programs/activities and other elements of our advertising plan. Public relations will also tie in the "Flintstones" movie (May 1994) with Devil's Canyon and will try to capitalize on "Jurassic Park II" in 1995. Steve stated that the addition of Devil's Canyon may help capture some of the Las Vegas traffic.

**Visitor Center:** Traffic is very slow this time of year. The volunteers are excited about the new building and we have received inquiries from potential new volunteers. Terms and conditions of the touchscreens for the Center have changed. The Division of Wildlife (DOW) contracted for a certain number of these screens statewide. The original plan was that the DOW would include local information provided by the VCB. The DOW has now contracted with an outside vendor and the extent of local information on the touchscreen will not be as much as originally planned. This could also mean that the vendor may eventually ask for payment; we have advised the DOW that no funds will be available from the VCB.

The Colorado Municipal League (CML) conference in 1995 is scheduled the same weekend as Country Jam. Country Jam will not change their date; staff is working with Reford Theobald, who is on the CML Board, on an incentive package for CML to reschedule their conference. Host hotels are under contract to CML, but at much lower rates than are normal for Country Jam weekend.

The VCB had previously agreed to lend the trade show booth to MCEDC for the Trends 2000 show in Anaheim. This show targets brokers who specialize in relocating businesses and attracts a national audience. The Director requested Board approval to attend the show

with MCEDC to assist with setting up and dismantling the booth. Continental Airlines will ship the booth free of charge. (Six other individuals from Grand Junction will also attend and each will pay their own expenses.) While in California, the Director will make sales calls on Japanese tour operators the VCB has previously had contact with. The Board approved the trip; funds previously budgeted for a CTB symposium will be used to cover these expenses.

OTHER BUSINESS: Country Jam provided the housing form used by the Eau Claire, Wisconsin CVB. Organizers want to be sure the event can grow in this location and have indicated the possibility the event might leave the area. This is a good event and the VCB definitely wants to support it. However, the Board expressed concern about potential liability as well as the impact on staff if the VCB tried to provide the type of assistance being requested. The VCB has a responsibility to the lodging community; there is concern about having empty hotel rooms after placing visitors in private homes. Jann Ertl said the Peachtree Inn has never had a problem filling up that weekend. The consensus of the Board is that the VCB will continue to provide the same type and level of assistance to Country Jam visitors as we have in the past. The VCB will not be able to provide the type of housing assistance requested. It was suggested that Country Jam seek out a non-profit or some other organization that could provide this service.

VCB and Chamber staffs continue to work together to provide visitors and potential residents information they request. The Chamber wants to continue to keep the Calendar of Events and will take calls of local interest and origin. The two staffs will meet regularly to ensure that everything is running smoothly.

Steve said the Federal per diem rate for Grand Junction has been increased from \$41 to \$44 for lodging (\$39.73 net); daily expense rate went from \$26 to \$30. Staff will confirm this information and notify all lodging properties.

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