

MINUTES OF THE VISITOR & CONVENTION BUREAU  
BOARD OF DIRECTORS MEETING  
DECEMBER 13, 1994

PRESIDING: Paul W. Nelson

MEMBERS PRESENT: Cindy George, Karen Berryman, Fay Timmerman,  
Bill Bessinger, Lon Carpenter, Barney Barnett

MEMBERS ABSENT: Tom Kleinschnitz, Jay Trent

STAFF PRESENT: Debbie Kovalik, Irene Carlow, Barbara Bowman

GUESTS: Linda Hill, Jann Ertl, Wendel McConnell, Rex Chambers,  
John Lowey

MINUTES OF NOVEMBER 8, 1994: Lon Carpenter moved the minutes be  
approved, Karen Berryman seconded; approved unanimously.

TASHIRO MARKETING: Linda Hill distributed copies of the 1995  
advertising plan. The absence of the Colorado Tourism Board is  
expected to have a greater impact in 1995. Another factor is the  
pull-out of Continental Airlines, which was a strong marketer and  
supporter of tourism in Colorado. The Director will approach Mesa  
Airlines about sponsoring a regional travel writer fam. Delta/  
Skywest may be an option for national travel writers.

The 1995 Marketing Plan will be completed in January. We will  
continue to focus on the leisure market; increase group sales  
leads; target corporation/association meeting planners; refine  
direct sales tactics. Responses to the current direct mail  
campaign started coming 7-10 days ago and currently total 130, or  
approximately a 4% return. This is the same piece as last year;  
the only change was in the color. Denver focus sessions will be  
conducted in February.

Television advertising will increase and a new spot is recommended  
so ads can be alternated on the increased schedule. Public  
Relations will increase \$5,000, primarily for a (national) travel  
writer fam.

Ads for the Official State Vacation Planning Guide, Western  
Colorado Traveler, travel directories and meetings magazines were  
all approved.

Linda announced that the VCB won two more Adrian Awards from the  
Hospitality Sales & Marketing Association International: Gold  
Award for public relations/Colorado Getaways spot; Silver Award for  
the complete 1994 campaign.

The Director noted that Tashiro cut their production fees in 1995  
to accommodate the VCB's need to increase ad buys and stay  
competitive without a statewide marketing plan.

BOARD BUSINESS: The Special Events Funding Workshop resulted in a recommendation to fund six events:

Colorado West Duathlon	\$3,000
The Nutcracker (advertising only)	2,000
Real Wild West Show (advertising only)	2,000
Moonlight Classic Bicycle Tour	2,000
Art on the Corner Arts & Crafts Festival	3,000
Mesa County Little Britches Rodeo	420

Fay moved the above six events be recommended to Council for funding, Karen seconded; approved unanimously. Applications will be accepted for the second funding cycle in June 1995.

John Lowey thanked the VCB for its overall support of the Colorado Mountain Winefest and especially the three years of Special Events funding awards. The Winefest has been successful and is now self-sustaining, but this could not have been accomplished without the VCB.

The Riverfront Commission has requested \$2,500 from the VCB for printing the Riverfront brochure and map; one-half of the print run would be provided to the VCB for distribution. Any funds for this purpose would have to be taken from Contingency. Other entities and groups have requested similar financial contributions from the VCB. The only financial contribution the VCB has made to an outside organization was a \$500 co-op fee for the Campground Guide produced in 1994 by the Natural Resources and Tourism Council. The Council's 1995 project will be production of a walking trail map which will include the Riverfront Trails.

The consensus of the Board is that this request is not within the VCB's mission. Granting this request would set a precedent that does not match the spirit of the VCB. Additionally, the City provides funding to the Riverfront Commission. If request for printing funds are ever considered, it would be better to establish a separate policy and accept applications, similar to the Special Events process.

Retreat Follow-up/Visitor Center Improvements: New copy boards are being made for the display panels; costs will be absorbed in the 1994 budget. Approximately \$1,500 - \$2,500 will be available in 1995. John Moss is willing to assist with the cost of improved exterior signage and Western Neon is working on suggestions. Staff is directed to allocate exhibit improvement funds in each annual budget; amounts not spent should be carried forward to the next year. Exhibit improvements should be an on-going program so the displays remain fresh and interesting.

Board Retreat: Wednesday, March 8 was selected for the retreat. Staff is to present suggested topics for the Board to review and prioritize for discussion. Staff will also check on a facilitator for the retreat.

Copies of a proposed disclaimer for the Visitor Guide were distributed. The City Attorney advises that a disclaimer is of

little effect because the Guide does not present an implied or expressed contract or warranty between the VCB and a visitor. There is concern about a visitor's perception of the area after reading a disclaimer. It was decided that a disclaimer will not be included in the Guide since it does not provide protection from lawsuits and is not user friendly.

1995 Officers: Cindy George nominated Paul Nelson as Chair and Lon Carpenter as Vice Chair for 1995, Karen Berryman seconded; approved unanimously.

DIRECTOR'S REPORT: Lodging tax receipts for the year are on track; if December collections are down, the vendors fee likely will make up the difference in the total revenue budgeted.

Group Sales: December activity is up and we are booking business from leads developed at Pow Wow. While we are working with fewer groups, they are staying longer and spending more money than previous years. Staff is re-vamping our 1995 strategy to compensate for the loss of the CTB; we are encouraging local tour operators to put together packages with hotels.

OTHER BUSINESS: The Chair expressed thanks to Cindy George for her service as a member of the Board.

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