

MINUTES OF THE VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS MEETING
AUGUST 8, 1995

PRESIDING: Paul W. Nelson

MEMBERS PRESENT: Tom Kleinschnitz, Dan Sharp, Brad Higginbotham, Fay Timmerman, R.T. Mantlo, Ken Smith

MEMBERS ABSENT: Karen Berryman, Barney Barnett, Lon Carpenter

STAFF PRESENT: Debbie Kovalik, Irene Carlow, Judy Shormann,

GUESTS: Linda Hill, Harvey Tashiro, Char Shoffner

TASHIRO MARKETING: Harvey Tashiro and Linda Hill went on-line with the Internet to demonstrate the website being developed for the VCB. Home pages of other Colorado destinations were also viewed. Links will be created to other destinations in the state and local organizations, as well as to key words such as rafting. It is important to make it as easy as possible for the consumer to find our information.

The Board will need to develop a policy setting forth the criteria an entity/business must meet in order to be included in the VCB's Internet website. Extra pages that expand on the listing provided by the VCB will be fee-driven; a rate card should be available in approximately 30 days. The VCB should be on-line in 60 days. We will promote use of the Internet by including the address on all printed material. The 1996 Marketing Plan will have a special section on Internet promotions.

The VCB will not receive E-mail during the first year because we can't anticipate the amount of usage and impact on staff time; direct access will be budgeted in 1997. Initial use will be consumer driven and international usage is expected to be at a higher level than domestic usage. Meeting/convention usage is expected to be low at first. A user can download information to a personal computer.

MINUTES OF JULY 11, 1995: Brad Higginbotham moved the minutes be approved, Tom Kleinschnitz seconded; approved unanimously.

BOARD BUSINESS: Special Events - Tom continues to be in regular contact with organizers of the Little Britches Rodeo, but we still have not received the signed Agreement. The event takes place the end of this month. A full report has not yet been received from the Colorado West Duathlon; consequently, no funds have been disbursed to the Desert Sun Half Iron.

Staff suggested Special Event Policy revisions designed to ensure that the intent of providing this funding is complied with, as well

as to make administration of the policy smoother. The recommendations are:

1. For the second funding cycle in June, applications will be accepted only for events that occur between September 1 and March 31.

2. The signed Agreement, and all requirements of the Agreement, must be received by the VCB no less than 30 days prior to a funded event.

The Board noted that both these revisions would preclude similar situations we currently have with both Little Britches and Desert Sun Half Iron. The Board made an addition to revision #2, stating that the funding award will be revoked if the 30-day requirement is not met.

Fay moved the revisions be approved, RT seconded; approved unanimously. Policy revisions will be presented for Council approval at the September 6 meeting.

Board assignments for coming events are:

Kokopelli Marathon - Barney Barnett
The Nutcracker - Karen Berryman
Senior Theater Production - Fay Timmerman

DIRECTOR'S REPORT: July statistics reflect a decline in business; this is believed to be the first effects we've seen of the loss of the CTB. The Visitor Center is down 19% from July 1994 and lodging tax collections are flat. International visits continue to increase, however, and are up 4%. (The Durango Chamber Resort Association reports a decrease of 11% versus the previous year.) We will prepare a press release about the decline in business; the Chair will be the media contact for follow-up inquiries.

To try to offset this decline, the Director recommends transferring \$5,000 from Contingency for a fall promotion. The hotels will be asked to offer a special rate to seniors during the month of October and we would promote the package in selected newspapers. Television ads would be continued for an additional 2 weeks. The Board concurred with the recommendation and authorized the Director to transfer \$5,000 from contingency to the advertising contract.

The VCB continues to be recognized for its efforts on the Colorado Municipal League conference. Barbara Bowman will receive the Employee of the Month award as well as special recognition from Council at the next Council meeting, August 16. United Power Board of Directors passed a resolution recognizing the VCB's assistance and declaring the 1995 CML conference the most successful ever.

The exterior signage should be completed by September 1. We have also authorized Tashiro to order additional large color prints to hang over the brochure racks/state map area.

A new staff position of Sales Assistant is being requested as part of the City budgeting process. This addition is necessary to

follow up on the leads in our existing database as well as work leads previously qualified by CTB staff. Our lead conversion rate is 60-65%; the economic impact to the community is expected to be 10 times the annual cost of the position.

A Trail Guide produced by the Natural Resources & Tourism Council should be available for distribution later this month.

OTHER BUSINESS: Bruce Hill, representing the DDA, addressed the Board concerning a program of banners to be displayed on major routes throughout the City. A proposal including costs and recommended placement will be presented to Council at next week's meeting. These banners could be seasonal or could depict special events. Events would purchase individual banners to set specifications and the City would be asked to bear the cost of putting up and taking down banners as they would change throughout the year. The Board endorses this type of program that would make our community more inviting to visitors, and would assist with facilitating such a program. Funding for this would fall in the category of capital improvements, however, and is outside the mission of the VCB as a marketing organization.

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