

MINUTES OF THE VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS MEETING
JULY 11, 1995

PRESIDING: Paul W. Nelson

MEMBERS PRESENT: Karen Berryman, Tom Kleinschnitz, Dan Sharp, Brad Higginbotham, Lon Carpenter, Fay Timmerman, Barney Barnett, R.T. Mantlo

MEMBERS ABSENT: None

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

GUESTS: Linda Hill, Char Shoffner, John Lowey

MINUTES OF JUNE 13, 1995: Brad Higginbotham moved the minutes be approved, Tom Kleinschnitz seconded; approved unanimously.

BOARD BUSINESS: Special Events - Tom has been in regular contact with the Little Britches organizers. They expect participants from 7 states. The funding Agreement has not been submitted; Tom has reminded the organizers several times that no funds can be disbursed until all requirements are met. Just before this meeting, Brad received a fax copy of the Arts & Crafts Festival final report. Two new events were added this year and the Festival appears to have been very successful.

The Colorado West Duathlon's final report was received July 11; however, the expenses reported are those covered by VCB funds rather than total expenses of the event. A full report is required to show that not more than 50% of the total expense was funded by the VCB; Lon will contact Jim Henderson. Funding for the Desert Sun Half Iron is based in part on the Duathlon's final report; no funds will be disbursed for the upcoming event until a full, final report is received. Lon reported good attendance at the Desert Sun Half Iron; participants were from several different states as well as Canada.

Barbara Bowman reported that we have received rave reviews about the entire CML conference, especially the Grand Event. The City has received numerous letters from attendees complimenting the entire community on such an exceptional conference. The success of this conference can only be attributed to the tremendous co-operative efforts of everyone involved. A special thanks goes to our Visitor Center volunteers and numerous City employees who volunteered countless hours of their time to make CML a success.

DIRECTOR'S REPORT: Year-to-date statistics are very strong: lodging tax up 10%; brochure mailings up 35%; 800 calls up 50%. We have requested visitor numbers from Devils Canyon and local wineries in an attempt to get a better indication of the number of

visitors to the area. Occupancy is down for early July compared with 1994; however, nearly 300 BLM firefighters were lodged in Grand Junction at this time last year.

Alternatives to having staff members answer the 800 line have been discussed. Any type of phone mail system would not alleviate the workload; all information would still need to be transcribed and entered into our database. Contracting with a fulfillment service to handle 800 inquiries would eliminate the personal service we provide, but would also free up staff members' time for other projects. The Director will contact fulfillment services being used by other bureaus in the state; an RFP will be necessary. A 30-60 day trial period, with random follow-up to check level of service, will be requested. An additional position (Sales Assistant) will be requested during the 1996-97 budget review process. The Chair and R.T. Mantlo explained the City's personnel request process to the Board.

TASHIRO MARKETING: Linda Hill discussed development of an Internet website for the VCB. The main points in designing a website are: Communicate, Inform, Entertain. She distributed copies of: research regarding the uses of personal computers and on-line services by visitors to the Vail Valley; Internet pages developed for the Vail Valley; preliminary plan of the VCB's website. Co-operative opportunities and financial contributions for expanded listings will need to be investigated. The Director noted that the Board will need to formulate policies for Internet website inclusion similar to policies developed for the Visitor Guide. Linda will make a full Internet presentation to the Board at the August 8 meeting; staff will schedule the City training room, if possible.

OTHER BUSINESS: We have received estimates to replace the exterior signage on the Visitor Center. The Board agreed that 30 inch letters would provide the best visibility and the cost is not substantially higher than for 24 inch letters. Total cost is estimated at \$8,000 - \$10,000.

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