

MINUTES OF THE VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS MEETING
JUNE 13, 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: Ken Smith

STAFF PRESENT: Debbie Kovalik, Irene Carlow, Judy Shormann

GUESTS: Doug Gust, Greg Walcher

MINUTES OF MAY 9, 1995: Lon Carpenter moved the minutes be approved, Tom Kleinschnitz seconded; approved unanimously.

BOARD BUSINESS: Greg Walcher of Club 20 addressed the Board concerning proposals to cut the National Park Service budget. The budget resolution requires a 10% across-the-board cut in the Department of Interior budget. Assuming there would be some cuts in the Park Service, Club 20 will object to cuts being made in the field rather than in the Washington offices. Greg discussed the Federal government's new trend toward "partnerships" and suggests the Board be involved in discussions of how the Colorado National Monument is managed. Those discussions could lead to decisions of "who, what, how, when" of managing the Monument as a local resource.

Greg complimented the Board on its consistent broad-based vision of tourism issues. The VCB Board has historically included the Black Canyon and Mesa Verde in National Parks discussion, rather than focusing exclusively on the Colorado National Monument. It is very important to the smaller communities of the western slope to have Grand Junction's support and Club 20 is appreciative of the VCB's efforts.

Special Events - Lon Carpenter reported that the Colorado West Duathlon had 112 entries. These were all serious runners, mostly from the Front Range. The Moonlight Classic will be this weekend; Dan will report on it at the June meeting. Brad has been in contact with the DDA about the Arts & Crafts Festival. He will call DDA again to get the Agreement moving. Final report on the Real Wild West Show was received. In 1994, 196 people attended; in 1995, there were 750 attendees and 300 were turned away for lack of space. VCB funds were spent very judiciously and the event was very successful.

CD Smith Building Visitor Center: The City is remodeling the CD Smith building to house the offices of the DDA, Arts Commission, Riverfront, Symphony and Avalon Theater project until the Museum is

ready to occupy the building. Council has approved \$10,000 to be used for visitor center type expenses. The VCB's understanding is that the DDA has envisioned a complete visitor center operation with appropriate signage to the building and volunteer staffing. The Chamber feels their organization currently serves the needs of visitors in the downtown area and they wish to continue doing so. The Chamber is currently included in the Tourism Directional Signage. R.T. will discuss this issue with the Mayor and suggest that an ad hoc committee be formed that will include the DDA, VCB and Chamber to continue discussion of this issue.

Special Events: The Arts & Crafts Festival was well attended; Brad expects the final report will be received within the 60 day deadline. The Moonlight Classic bike ride was the victim of bad weather. Dan thinks this event has good potential, normal weather permitting. Organizers of the Little Britches Rodeo haven't signed the Agreement yet, and were reminded to finalize that as soon as possible. Applications for the second funding cycle were distributed; a Special Meeting will be held Tuesday, June 27 at 3:00 pm at the VCB office, and recommendations taken to Council July 5.

The Council Liaison Committee (Paul, Dan, Brad) had a successful meeting with Janet Terry and David Graham. These new councilmembers were made aware of the VCB's mission, efforts, direction and successes.

DIRECTOR'S REPORT: The Director reported that eleven calls were received on the 800 line during the JUCO broadcasts. The Board generally indicated the lack of response does not meet the goals of the VCB and continuing the sponsorship is in question. Discussion points included (1) discontinue funding the broadcast and (2) investigate changing networks. Cost of the latter might be out of reach for the VCB. R.T. suggested that the Chair request a meeting with the JUCO Executive Board to discuss the response level and the VCB's feelings toward future sponsorship.

Lodging tax receipts continue to be flat. Other Colorado cities are reporting increases in inquiries, but decreases in occupancy; this is being attributed to the lack of state-sponsored advertising and a centralized phone number. Brochure mailings are up 40% over last year.

In response to recent inquiries from vendors, the Board reaffirmed the policy of no advertising in the Visitor Center and stated that touch screens are included in that policy. The Board also declined to grant permission to an individual in Montrose to replicate the Visitor Guide on the World Wide Web (Internet); the Director is to respond in writing to that individual.

At the July meeting, Tashiro will present a proposal to develop a website for Grand Junction as part of the 1995 advertising contract. Tashiro will use data from our 1992 conversion study to calculate return on investment of advertising dollars. In order to

update return on investment research, we will budget for another conversion study in 1996.

OTHER BUSINESS: Brad conveyed compliments to the staff from George Douglas of the Best Value; George said that the staff does excellent work with and for visitors.

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