

MINUTES OF THE VISITOR & CONVENTION BUREAU  
BOARD OF DIRECTORS MEETING  
MAY 9, 1995

PRESIDING: Paul W. Nelson

MEMBERS PRESENT: Karen Berryman, Tom Kleinschnitz, Dan Sharp, Brad Higginbotham, Lon Carpenter, Fay Timmerman

MEMBERS ABSENT: Barney Barnett, Ken Smith, R.T. Mantlo

STAFF PRESENT: Debbie Kovalik, Irene Carlow, Judy Shormann

GUESTS: Linda Hill, Doug Gust, Jann Ertl, Bob Taylor, Doug Monroe

MINUTES OF APRIL 11, 1995: Brad Higginbotham moved the minutes be approved, Dan Sharp seconded; approved unanimously.

BOARD BUSINESS: 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.

Securing worker's compensation coverage for volunteers has been difficult for some of the events. There are a lot a gray areas regarding worker's compensation, but the City Attorney believes this coverage is essential to protect the City from any potential claims. It was suggested that Board members serving as liaison with an event remind the organizers of the insurance requirements. Concerns were expressed that, because of paperwork delays, events may not be receiving VCB funds far enough in advance to take full advantage of advertising opportunities. To help ensure adequate lead time for promotion, the Board may consider amending the Special Event Policy to require the funding agreement and supporting documentation be received a specific length of time in advance of an event.

1995 Strategic Plan: It is critical that Board members meet with a Council committee by June 1. The Director will work to schedule a discussion and advise Dan and Brad of the date. Staff has compiled some historical figures of gross receipts/tax revenues:

- 10 years of CTB tax for Mesa County
- 5 years hotels/motels/restaurants inside City limits
- 5 years of lodging tax

We may be able to use the ADR and Conversion Study to extrapolate average expenditures in estimating the economic impact of tourism.

Tashiro will contact the Denver CVB regarding the model used to calculate the return on advertising dollars.

**TASHIRO MARKETING:** Linda Hill previewed the TV commercials that will run on Channel 4 from early May to June 20, and again from mid-August to late September. Grande River Films, a local company, was retained to shoot new footage and edit.

A preliminary report of the meeting planner focus session was distributed. We may want to include some of the planners' "pet peeves" in the Fast Facts so local businesses will have a better idea of how to work with this market.

The travel writer fam went very well; articles are expected in Sunset and Family Living in Spring 1996.

Tashiro has developed an Internet website for Vail, encompassing not only tourism but also City and County governments. An Internet presentation was made to the City Manager and other staff; Tashiro will prepare a proposal to develop a community-wide website for Grand Junction.

**DIRECTOR'S REPORT:** Lodging tax receipts are flat, but brochure mailings are up dramatically. Later in May, Valley Grown will replace trees and plants as necessary.

**OTHER BUSINESS:** Brad asked if there were a way to get brochures to parents of school sports teams coming to the Valley. Staff reported that we do a number of sales leads for various tournaments and sporting events. On many occasions we have offered assistance to District 51's athletic department but have had little success. Staff hopes to have improved communication with the District as a result of a recent meeting between representatives of City departments and the School District.

Brad received information from an 800-line fulfillment firm based in Hotchkiss and has asked a local business if there would be any interest in providing fulfillment services. Brad would like the Board to explore issuing an RFP for fulfillment services so staff time could be spent on other responsibilities.

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