

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

PRESIDING: Paul W. Nelson

MEMBERS PRESENT: Karen Berryman, Bill Bessinger, Tom Kleinschnitz, Dan Sharp, Brad Higginbotham, Barney Barnett

MEMBERS ABSENT: Lon Carpenter, Fay Timmerman, Ken Smith

STAFF PRESENT: Debbie Kovalik, Irene Carlow, Barb Bowman

GUESTS: Linda Hill, Doug Gust

MINUTES OF FEBRUARY 14, 1995: Bill Bessinger moved the minutes be approved, Karen Berryman seconded; approved unanimously.

BOARD BUSINESS: The Chair and Director had a very productive meeting with Sam Suplizio concerning 1995 VCB sponsorship of the JUCO championship. Sam will discuss with Prime Sports Network the number of markets the game is sold to as well as viewer response. 1995 sponsorship will be \$15,000. The Director will be given a seat on the JUCO Committee and the Committee will work more with the VCB than it has in the past. Additional benefits extended to the VCB are: an ad in the program; recognition at the banquet as sponsor of the broadcast; hospitality table at the stadium. At the regular July meeting the Board will review the level of sponsorship and involvement as well as responses to the ads. Our Denver Channel 4 ads will spotlight both JUCO and the Arts & Crafts festival; our promotional partnership with Channel 4 will result in approximately \$80,000 in free advertising.

Special Events: Applications for the second funding cycle will be available beginning May 1; deadline for filing applications is June 6. Ads will run in the Sentinel on two separate dates. A Board workshop to review applications will need to be held in June, with funding recommendations voted on at the July meeting. Those recommendations will then go to Council for approval. The Board may consider revising the policy to state that the funding Agreement and all supporting documentation must be returned to the VCB within a specific length of time in advance of the event.

Ticket sales to the Center for Independence's Real Wild West Show was so successful that an estimated 300 people were unable to purchase tickets at the door.

The 1994 Winefest report has been received. Barney will contact George Woolsey regarding a final report of the 1994 Apple Jubilee

TASHIRO MARKETING: Linda Hill presented two awards from Hospitality Sales & Marketing International:
Silver -- 1994 complete campaign

Silver -- Golden Bell award for public relations (Colorado Getaways)

Grande River Films, a local company, will produce our 1995 television ads. Additions will include Devils Canyon, Grand River Vineyards and mountain biking.

The Channel 4 promotions will run May - early June, then again late August - September. Channel 4 will produce these at no charge to the VCB. Rocky Mountain News and Denver Post campaigns will begin May 21; a calendar of events ad will rotate throughout the summer.

Denver meeting planner focus groups will be conducted April 20.

DIRECTOR'S REPORT: The Denver meeting planner reception has been rescheduled to August 30 at the Amtrak station. Amtrak will co-op with us and will allow use of the station at no charge.

The 1994/95 Perspective has been distributed. The first issue of Fast Facts will go out Monday, April 17.

All of our statistics are showing an increase versus the same period a year ago. Brad asked that, later this year, the Board discuss contracting out the 800 line and brochure fulfillment. He wants to ensure that staff resources and talents are used as effectively as possible.

The media fam reception will be held at the Visitor Center Thursday, April 27 from 5:00 - 6:00 pm.

We hosted a Chicago-area meeting planner last weekend as a direct result of our ad in Successful Meetings. We have received over 200 leads from the ad and will contract with someone to telemarket. From these leads, we will select two people to visit Grand Junction either before or after the Denver trade show in June.

The Visitor Center will go to summer hours (open til 8:00 pm) beginning May 1. Five volunteers have resigned recently, some for health reasons. We continue our recruitment efforts so we can be fully staffed during the busy summer months.

Barbara Bowman attend the National Tour Association spring convention in Reno; she had a full schedule of 30 appointments. It takes an average 2 - 3 years from first meeting with a tour operator and providing ideas to actually getting on a tour schedule.

The CML annual conference is in the final planning stages. This has become much more time consuming for all the committees than had been expected.

Sunset Adventures will again be held at the Hilton every Thursday evening during July and August.

The White House Conference on Travel & Tourism will be held in Washington, D.C. in late October. The Governor will appoint 20 people; the Director was nominated as a delegate by Scott McInnis.

Tom Kleinschnitz and the Director continue to attend meetings of the BLM ad hoc committee that is taking input on public land uses. Most meeting attendees do not express strong sentiment for the tourism industry; there is much discussion about closing roads, limiting the number of groups in certain areas and extremely limited access to specific areas. Tom noted that special assets in the backcountry should definitely be protected, but closing off an area isn't the only way to provide that protection.

OTHER BUSINESS: The Chair noted that this is the final meeting for Bill Bessinger as a Board member. The Chair thanked Bill for his strong support of VCB programs and involvement in VCB activities.

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