

MINUTES OF THE VISITOR & CONVENTION BUREAU  
BOARD OF DIRECTORS MEETING  
FEBRUARY 14, 1995

PRESIDING: Paul W. Nelson

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

MEMBERS ABSENT: None

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

GUESTS: Linda Hill, Jann Ertl, Doug Gust, Joe Lathrop, Joe Marie

The Chair welcomed Dan Sharp and Brad Higginbotham, new appointees to the Board.

MINUTES OF JANUARY 10, 1995: Bill Bessinger moved the minutes be approved, Fay Timmerman seconded; approved unanimously.

TASHIRO MARKETING: Linda Hill discussed the Denver focus group sessions, which included 2 user groups and 1 non-user. The Visitor Guide was very well received by all participants. The groups responded very favorably to the ads, particularly the Wine Festival and Peach Festival.

The 4-color ads (Sticks and Stones) was OK, but appeals mostly to families. The new 4-color ad (Big Teeth, Sculpted Features, Smells Like Grapes) got rave reviews. The ads need to focus on one thing, but bring in other activities. Reactions to the TV spot were mixed; more scenery should appear and the 800 phone number stay on the screen longer. The logo doesn't make sense because it conveys no identity. (Linda suggests it be dropped from black and white ads, giving more space to bring up the words "Grand Junction".) The perception is that it's too hot in Grand Junction and it takes too long to get here. Participants believed it takes 5 hours to drive from Denver and could not be convinced otherwise. Many people heard about Grand Junction through AAA.

Tabulation of the Visitor Center survey, conducted from July-December, has been completed and the comments were very positive. Visitors were very complimentary of the volunteers and the facility; signage was not considered a problem. The ADR (average daily rate) study is also complete; we now have ADR information for 1991 - 1994.

Our first national meetings ad ran in a Colorado pull-out section of Successful Meetings. Normally, this type of ad doesn't pull and serves as an image-builder. However, as a result of the ad, we have booked a meeting from the Chicago area and confirmed another from California.

BOARD BUSINESS: The Chair reminded members of a meeting with Joe Lathrop, retreat facilitator, at the VCB office at 4:00 pm on Tuesday, March 7. The retreat will be held from 8:30 am - 5:00 pm Wednesday, March 8 at Bookcliff Country Club.

Board members were asked to work with the funded Special Events to assist with questions about the type of expenditures allowed under the Special Events Policy.

Colorado West Duathlon - Lon Carpenter

The Nutcracker - Karen Berryman

Real Wild West Show - Bill Bessinger

Moonlight Classic Bicycle Tour - Dan Sharp

Arts & Crafts Festival - Brad Higginbotham

Mesa County Little Britches Rodeo - Tom Kleinschnitz

DIRECTOR'S REPORT: Lodging tax receipts, brochure mailings and phone calls are all up. Visits to the Visitor Center are up significantly. Inquiries for Convention Servicing are up substantially. We are working with smaller groups, but they are staying longer.

Western Neon has made suggestions for signage on the face of the building as well as a free-standing pole sign. Facia would be approximately \$4,000 - \$5,000; free-standing would be \$7,000 - \$10,000. We are limited to 150 sq ft of signage. The Board considered a free-standing sign too limiting, more retail in nature and not conveying the nature of our business. The Director is to proceed with drawings for facia signage and to contact John Moss. The Chair, Dan Sharp and Lon Carpenter will serve on the Signage Committee.

Barb Bowman presented and discussed the 1995 travel/trade show schedule and preliminary fam schedule. Opportunities exist for two new Colorado shows. We co-op show participation when allowed and contact previous/potential co-op partners before committing to a show. A benefit extended to co-op partners is the ability to respond to leads first. Six weeks after the trade show, leads are made available to all local properties.

The 1995 fam schedule provides a good mix for potential exposure. A very important group for us is the Visitor Center staff of the Denver Metro CVB; this is the first time they will visit Grand Junction. Delta/Skywest has agreed to provide tickets for 7 travel writers, who will be here in late April. In October we will host a post-convention fam following the Dutch Tour Federation convention in Denver. The Board will receive a copy of the fam schedule; staff would appreciate having one Board member participate in each fam.

April 17-21, VCB staff and hotel representatives will call on Denver meeting planners, ending the week with a reception at Coors Field. The GJVCB is the first destination to hold an event at the new facility. We have budgeted for up to two Board members to

attend the reception and will send out the details in the near future.

NEW BUSINESS: Catherine Robertson, Area Manager for the BLM, addressed the Board regarding Ruby Canyon. She discussed the in-depth process used to assure user and community input in working to mitigate short and long term impacts on the Colorado River and its physical features. Tom Kleinschnitz and the Director serve on a BLM panel that will continue to monitor progress and give input relative to the VCB.

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