

MINUTES OF THE VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS MEETING
JANUARY 10, 1995

PRESIDING: Paul W. Nelson

MEMBERS PRESENT: Karen Berryman, Fay Timmerman, Bill Bessinger, Lon Carpenter, Barney Barnett, Tom Kleinschnitz, Ken Smith

MEMBERS ABSENT: None

STAFF PRESENT: Debbie Kovalik, Irene Carlow, Judy Shormann

GUESTS: Christine Jasper

MINUTES OF DECEMBER 13, 1994: Bill Bessinger moved the minutes be approved, Karen Berryman seconded; approved unanimously.

The Chair welcomed Ken Smith as the 1995 Chamber of Commerce representative to the VCB Board.

DIRECTOR'S REPORT: Club 20 hosted a meeting to discuss nominations to the Colorado Travel & Tourism Authority Board. Those attending decided to vote as a "block" to try to ensure western slope representation for each business category. Individuals from Grand Junction who were selected as part of the block vote are Wendel McConnell and Frank Bering. The CTTA Board's first meeting will be in March.

The Stuntman's Hall of Fame, currently located in Moab, has expressed interest in relocating to the Grand Valley. Individuals in the community have contacted the Director concerning the VCB's role in securing this attraction for Grand Junction. The Director provided the following history: The facility had three different locations in California before accepting large financial incentives to move to Moab. Visitations were down significantly in 1994; the Town of Moab is not extending the attraction's lease and plans to sell the building it occupies. The Town of Fruita offered generous incentives for the Hall of Fame to move to Fruita, but the offer was rejected. After discussion, the Board unanimously agreed that the VCB's mission is to promote those attractions that are here, not to assist in the relocation efforts of attractions out of the area.

A mock-up of the annual report was circulated. The report will be a year-end review highlighting the importance of the tourism industry in the Grand Valley.

Response to the direct mail campaign is 7%, much higher than average. Staff is developing an internship with Mesa State College for telemarketing to all respondents.

The Director will meet with Western Neon to discuss options for building signage and will report on signage options at the next Board meeting.

The City Clerk asked if the Visitor Center could be a polling place for City elections this spring. This would give the Visitor Center good exposure in the community; staff will check with John Moss to get his agreement.

Advertising response capacity will be increased by adding a roll-over line for the 800 number during peak months. Staff duties will be re-aligned to accommodate increased lines and volume.

The VCB will host writers from Fodor's Travel Guide and Conde Nast magazine later this week.

The Denver focus groups are scheduled for January 31. The budget will accommodate expenses for two Board members to go to the sessions. Staff will send a reminder memo to the Board.

BOARD BUSINESS: The Chair discussed the format for the upcoming retreat. He sees the need for more and better direction and believes the Board would benefit from a professional assessment of the VCB. A facilitator familiar with the competition could provide an objective look at how the community perceives the VCB and its mission.

A proposal from Orlando Consulting Group was distributed. This plan would involve much more than previous retreats:

1. Interview Board members as well as community leaders so that community perceptions will be part of the retreat.
2. Conduct two focus groups, one of hotels and one of tourism industry providers/attractions.
3. Collate comments from the above and disseminate to Board the day before the retreat; these comments will serve as the basis of retreat discussion.
4. Facilitate the day-long retreat.
5. Prepare follow-up proposals and recommendations for action plans after the retreat.

The Chair suggests this type of in-depth process be conducted every 3 - 5 years. The 1995 retreat will be a one-day session held in Grand Junction, but will be more expensive than previous years'. Orlando Consulting Group will discount their fees considerably. The proposed cost is \$5,000, plus travel expenses of approximately \$1,000; \$1,500 is budgeted. The balance would have to be transferred from contingency, but the Director suggests waiting until later in the year when we will have a better picture of actual expenses.

After discussion, the Board unanimously accepted the Orlando Consulting Group proposal as presented. Staff is directed to proceed with necessary scheduling and planning.

OTHER BUSINESS: Tom Kleinschnitz reported on the monthly meetings of the tour operators' organization. He reminded the Board that product continues to be a problem and is looking for suggestions on how to help the operators develop their products. Some ideas were offering tours through Parks & Recreation Department (similar to private individuals contracted for dance lessons, etc.); Mesa State College continuing education; Museum outings.

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