

MINUTES OF THE VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS MEETING
DECEMBER 12, 1995

MEMBERS PRESENT: Lon Carpenter, Tom Kleinschnitz, Barney Barnett, Karen Berryman, Fay Timmerman, Ken Smith, Brad Higginbotham, Paul Nelson

MEMBERS ABSENT: Dan Sharp, R.T. Mantlo

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

GUESTS: Linda Hill, Cindy Sherrill, Bob Wilcox

Vice Chair Lon Carpenter called the meeting to order at 3:05 pm.

MINUTES OF NOVEMBER 7, 1995: Barney Barnett moved the minutes be approved, Fay Timmerman seconded; approved unanimously.

BOARD BUSINESS: Discussion of the hotel fam meeting is postponed until the January, 1996 meeting.

All members have reviewed the Special Event Funding recommendations made at the Workshop November 28. Fay moved the Board accept the funding recommendations, and that they be presented to Council for approval; Karen Berryman seconded; passed unanimously. Staff will have this item placed on the December 20 Council agenda.

TASHIRO MARKETING & ADVERTISING: Linda Hill discussed Internet fees for both production and advertising. The VCB will receive 50% of advertising fees to offset website costs; and "profit" will be put back into Internet promotions. Tashiro will send a letter with Internet advertising information and rates to the VCB's mailing list of Mesa County tourism partners. A press release will also be sent to Grand Junction media. Tashiro will send the Board a list of businesses expressing interest, and will provide an update on the Internet at each Board meeting. Advertisers will contract with Tashiro, but the contract will need to state that the VCB has the right to restrict advertisers, content and format. The Director will forward advertising information to Council when all the forms are complete.

(Paul Nelson arrived and chaired the balance of the meeting.)

A small website listing was discussed as an alternative for smaller companies that cannot afford the cost of a full page. Linda and the Director will discuss pricing in time for Tom Kleinschnitz to take this information to the Colorado West Tourism Council meeting on December 14. Linda stated that advertisers will have to pay for a full year in advance.

Linda circulated four articles about Grand Junction that appeared in the Beacon Review, the front range publication directed at the senior market.

In response to the Board's request, Tashiro researched demographics and ad costs for Conde Nast and Outside Magazine. Conde Nast is not recommended: (1) demographics represent the Aspen market, not Grand Junction; (2) editorial is destination oriented rather than family oriented; (3) cost of \$5,695 would substantially impact the media plan budget. Outside Magazine has pulled well (1,800 - 2,500 responses) for other Colorado areas, including Vail, Winter Park, Estes Park and Durango; the cost is \$3,908. After discussion, the Board reached consensus to place an ad in Outside Magazine and drop Family Fun from the media plan.

Kathleen Brown's recommendations for press release topics and distribution will be incorporated in the 1996 Marketing Plan. She is collecting Internet e-mail addresses of writers who do on-line articles. A Spring fam for front range writers is planned; we may contact Amtrak to see if they would provide transportation.

OTHER BOARD BUSINESS: The Chair congratulated Barbara Bowman on being selected Employee of the Year. The award was presented at the City Employees' Annual Dinner on December 9. Barbara was recognized for her outstanding contribution to the success of the Colorado Municipal League Annual Conference, as well as her on-going efforts on behalf of the VCB.

The "expand-the-tent" proposal was taken to Council Workshop December 4. Dan Sharp made an excellent presentation; Council unanimously approved the Board's recommendation and passed a resolution authorizing the VCB to go forward. A letter of explanation and a copy of Council's resolution were mailed to 21 properties. The deadline for responding to the VCB is December 15, and a signed contract must be received by December 21 in order to be included in the 1996 Visitor Guide.

Applications for VCB Board vacancies are still being accepted. Only two or three were received initially, and Council prefers to have a larger pool to select from. Terms that expire December 31, 1995 have been extended to January 31, 1996. The Chair noted that Karen Berryman and Brad Higginbotham had expressed an interest in Chairing the VCB next year. Karen deferred to Brad, noting that hers is one of the terms Council has not yet reviewed. Because continuity is important for the staff and the organization, she feels it would be more appropriate for Brad to assume the Chairmanship.

The VCB Board has not had a defined system for nominating and electing a Chair and Vice Chair. It was decided that, for the 1996 Chair and Vice Chair positions, a vote would be taken with both Brad and Karen as nominees. The person receiving the most votes will be 1996 Chair, the other will be 1996 Vice Chair; the Vice Chair will succeed to the Chairmanship the next year. A nominating

committee will be named during the year; the committee will meet in September and decide a process for presenting nominations for Vice Chair to be voted on at the December meeting. Fay Timmerman and Irene Carlow counted the ballots: Brad Higginbotham - 4 votes, Karen Berryman - 3 votes.

The Chair reviewed the meeting held with the JUCO Committee concerning broadcast sponsorship of the championship game. The VCB explained that the number of calls has steadily declined each year, that the Board has reviewed the responses and has not recommended continued funding. PSN's statement for 1996 sponsorship was indicated as a "trade" rather than an invoice. Sam Suplizio stated that he had called PSN and complained about the poor response; it appears that the "trade" was PSN's way of making good. The VCB can carryforward the \$15,000 budgeted amount from 1995 to 1996 to continue to sponsorship one more year. Any future funding is not guaranteed; JUCO will have to request continued sponsorship and be able to demonstrate the benefits.

The VCB can take some pressure off JUCO with their help publicizing 800 number. The VCB can help visitors with lodging by doing a room inventory as we do for Country Jam. Tom Kleinschnitz pointed out that JUCO's needs coincide with an already high volume time for the 800 line. The JUCO Committee should be made aware that this is a critical time for VCB staff. We should consider hiring temporary help to answer the increased number of calls, if necessary.

NEW BUSINESS: Tom gave the Board some background information on the Colorado West Tourism Council. This group was originally brought together by VCB staff in an effort to get tour operators talking with each other as well as become more pro-active in promoting their businesses. As president of the Council, Tom is trying to channel the members' energy; the group is better organized, they have regular monthly meetings, and they have a purpose. There is a strong tie-in with the VCB, but the members are becoming more responsible for their promotional efforts. The Council has published a resource directory of members and their services.

The regular January meeting will be held at the West Gate Inn at 3:00 pm.

The Chair expressed thanks to Barney Barnett for his service to the VCB and the valuable input he provided during his term as a Board member.

Fay Timmerman moved the meeting adjourn, Karen Berryman seconded; there being no further business, the meeting was adjourned.