

MINUTES OF THE VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS MEETING
NOVEMBER 7, 1995

PRESIDING: Paul Nelson, Chair

MEMBERS PRESENT: Lon Carpenter, Tom Kleinschnitz, Barney Barnett, Karen Berryman, R.T. Mantlo, Dan Sharp, Fay Timmerman

MEMBERS ABSENT: Brad Higginbotham, Ken Smith

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

GUESTS: Linda Hill, Kathleen Brown, Bill Miers

MINUTES OF OCTOBER 10, 1995: Lon Carpenter moved the minutes be approved, Tom Kleinschnitz seconded; approved unanimously.

BOARD BUSINESS: The Expansion and Internet Committees will meet at 2:00 pm Tuesday, November 28 immediately before the Special Events workshop. Expansion efforts are on hold until after results are in from the Clifton incorporation vote. The Chair and staff will prepare a letter and survey to City properties outlining the Board's proposal to "expand the tent". This concept will be presented to Council workshop Monday, December 4.

The hotels' fam meeting was very positive and productive. This topic will be on the December agenda for discussion.

TASHIRO MARKETING & ADVERTISING: Linda Hill distributed copies of the 1995 ADR survey, through August. The Board should keep in mind that 100 rooms (5% of total inventory) were added this year. When that figure is factored in, occupancy is not down. The ADR of medium-sized cities averages \$58-65. Tampa averages 70% occupancy year-round, Oklahoma City 58%. Linda reviewed the results of the 1995 media plan, including responses received and cost per inquiry. A conversion study is scheduled for early 1996; the last such study was conducted in 1992, based on 1991 inquiries. The study will gauge the effectiveness of the Visitor Guide, cost per phone call, level/importance of personal service received, and will enable the VCB to determine the return on investment. Many destinations/cities have experienced an increase in phone calls because of the lack of a state marketing effort.

Kathleen Brown displayed a sample of press clips that resulted from press releases issued. Clips were received from 17 national and regional magazines and over 100 newspapers. Hot topics were wineries and the Monument, with numerous articles also appearing on dinosaurs. Assigning a specific dollar value to the actual coverage would involve getting a rate card from each publication and measuring the column inches of each article. Kathleen and Linda estimate the value of coverage received to be at least \$250,000.

Linda presented strategies for 1996:

- Continue billboards, broadcast and print
Results of billboard advertising cannot be tracked. Lodging properties would like the VCB to continue billboards because the message to travelers is that there are hotels in Grand Junction. Linda will check on billboard availability in the Green River area (Green River has added a significant number of rooms.)
- Increase television advertising
Tashiro will re-evaluate the Denver TV stations now that network affiliations have changed. Stations will be asked to submit proposals, and will be expected to supplement ad dollars with special promotions.
- Continue to work toward building shoulder season
- Maximize the public relations effort
- Conduct a direct mail campaign
- Complete a conversion study
- Continue ADR survey
- Continue travel directory ads in selected national publications

At the tour operators' request, Linda will research demographics and ad costs in both Conde Nast and Outside magazines.

The Internet rate schedule is nearly complete; the schedule and a sample contract will be sent to the Board for approval. Tashiro would like to get advertisers on-line in January 1996. The proposed fees just cover Internet costs and do not represent a revenue source to the VCB.

DIRECTORS REPORT: Barb Bowman and Judy Shormann briefly discussed the possibility of becoming more aggressive in the sports marketing segment. We are in an excellent location for regional tournaments. The VCB does not want to put more pressure on existing facilities that are already over-utilized (Lincoln park, football field, etc.) Fay suggested the VCB work on developing strategies to pursue sports marketing in the next few years and take advantage of new facilities being planned by the City Parks & Recreation Department.

Barb invited the Board to attend the annual Post-Season Wrap Up, from 2:30 - 6:30 Friday, December 1 at Two Rivers. On Saturday, December 2, the VCB is co-hosting a free seminar on working with international tour operators. Rocky Mountain Holiday Tours has arranged to bring Dutch tour operators to Grand Junction to discuss their needs and how local businesses can best work with them.

Staff will explore how Grand Junction can work with Salt Lake City to extend visitors' length of stay both before and after the Olympics. Options developed will be marketed at the international Pow Wow trade show in Los Angeles in June 1996.

At the December meeting the Director will report on the White House Conference on Travel & Tourism. President Clinton made a very

impressive speech at the Conference and staff will try to get a video of the speech to play for the Board.

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