

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

PRESIDING: Paul W. Nelson

MEMBERS PRESENT: Tom Kleinschnitz, Dan Sharp, Brad Higginbotham, Fay Timmerman, Ken Smith, Barney Barnett

MEMBERS ABSENT: Karen Berryman, R.T. Mantlo, Lon Carpenter

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

GUESTS: Linda Hill, Char Shoffner, Jann Ertl, Doug Gust, Joe Marie

MINUTES OF AUGUST 8, 1995: Brad Higginbotham moved the minutes be approved, Fay Timmerman seconded; approved unanimously.

BOARD BUSINESS: Organizers of the Little Britches Rodeo have still not returned the signed Agreement for Special Events funding. Fay Timmerman moved the funding award be revoked. After discussion, the Motion was amended: That the funding award for Little Britches Rodeo be revoked and a letter be sent to the organizers stating the Board's regret at having to take this action, the VCB would have liked to disburse the funds. Brad seconded the Motion as amended; passed unanimously.

The Chair report that Lon Carpenter has been in regular contact with Jim Henderson, organizer of the Colorado West Duathlon, regarding the final report. Lon's written report and recommendation to approve the Colorado West Duathlon final report was distributed to the Board. Approval of this report was one of the contingencies in awarding funds to the Desert Sun Half Iron; with this approval, all contingencies have been met. Brad moved to accept the Colorado West Duathlon final report and disburse awarded funds to the Desert Sun Half Iron; Dan Sharp seconded; passed unanimously. The Chair related there is a strong possibility that the Desert Sun Half Iron will receive official sanction as a qualifier for the Iron Man Triathlon in Hawaii. If the event is sanctioned, organizers expect to see a dramatic increase in the number of entrants.

Ads will be placed in the Sentinel regarding applications for 1996 Special Event funding; the deadline for receipt is November 7, 1995. A Board workshop will be held Tuesday, November 28 at 3:00 pm at the VCB office to review applications.

The regular November Board meeting is rescheduled from November 14 to November 7; the Director will be attending the National Tour Association Fall Convention November 8 - 15.

TASHIRO MARKETING: Linda Hill distributed a copy of the fall promotion ad and the media schedule. TV ads have been extended to the end of September.

The VCB's Internet address (<http://grand-junction.net>) has been secured. She expects to launch the site within the next two weeks. Meetings and convention information for the site needs to be finalized and uploaded. The VCB's website will reside on InternetWorks' server in Vail; Tashiro will maintain control over the graphics on the site to preserve the "look" presented to consumers. Fees the VCB will pay to the server will be based on the number of pages on the website. The rate structure for expanded listings should be finalized in approximately 2-3 weeks. The Director said we had hoped to have a rate card available sooner, but additional information needs to be gathered and further discussions held.

The need for the Board to develop policies regarding inclusion on the VCB's Internet site and links to/from the VCB site was also discussed. Tom Kleinschnitz, Brad Higginbotham and Dan Sharp will serve as the Internet Committee. Some areas that need to be explored include (1) the website as a profit center; (2) keeping advertising rates affordable; (3) reinvesting advertising revenues in Internet promotions.

DIRECTOR'S REPORT: Copies of the VCB's proposed 1996-1997 budget were distributed and the Director gave a detailed presentation of projected expenditures.

OTHER BUSINESS: The Chair expressed thanks to Ken Smith for his service to the Board and the valuable input he has provided the VCB.

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