

GRAND JUNCTION VISITOR & CONVENTION BUREAU
MINUTES OF THE BOARD OF DIRECTORS SPECIAL MEETING

August 30, 2010

PRESIDING: Paul Petersen, Chair

MEMBERS PRESENT: Deborah Hoefer, Glen Gallegos, Rick Martindale, Jessica Stimmel, John Williams, Per Nilsson, Nathan Knoll, Brunella Gualerzi

STAFF PRESENT: Barbara Bowman, Debbie Kovalik, Jennifer Grossheim-Harris, Irene Carlow

GUESTS: Susan Hyatt, Sam Rainquet

The meeting was called to order at 9:30 am.

The sole agenda item is selection of advertising and website contractors and recommendation to Council of contract awards.

Advertising Contract: Susan Hyatt reviewed the scoring results of the August 12 agency presentations and the panel discussion that followed: CCT Advertising had the highest score; staff was directed to review the proposed budget in greater detail and enter negotiations to lower the amount of the proposed retainer. Those negotiations were successful; the monthly retainer was reduced from \$4,300 to \$3,800 resulting in an additional \$6,000 per year being spent on media. CCT was advised that, if the award is made, they will need to meet with VCB staff a couple of times before the end of October to discuss the transition from Hill Aevium.

Brunella Gualerzi moved to recommend to Council that the VCB's advertising services contract be awarded to CCT Advertising of Denver for a period of three years, renewable annually, beginning January 1, 2011, in the amount of \$375,000 for the period January 1, 2011 – December 31, 2011. Deborah Hoefer seconded, passed unanimously.

Susan Hyatt will call Linda Hill and advise her of the Board's recommendation. VCB staff will meet personally with Hill Aevium as soon as a date can be scheduled.

Website Contract: The Board discussed Miles Media's presentation for the SOQ and commented on their attention to detail, creative abilities and their dedication to the account. Susan Hyatt reported that Miles Media did not know that Ascedia had withdrawn their proposal. All the evaluators scored Miles' presentation extremely high; the presenters clearly demonstrated an excellent product.

Brunella Gualerzi moved to recommend to Council that the VCB's website services contract be awarded to Miles Media Group of Sarasota, Florida, for a period of three years, renewable annually, beginning January 1, 2011, in the amount of \$125,000 for the period January 1, 2011 – December 31, 2011. John Williams seconded, passed unanimously.

Susan Hyatt will notify Miles Media of the Board's recommendation.

These contract awards will be on Council agenda for September 13.

Debbie Kovalik advised the Board that expenses will be incurred to accomplish the transition from Hill Aevium (costs for transferring the VCB's assets) to CCT Advertising (hourly charges for meetings).

The meeting was adjourned at 10:10 am on motion of Deborah Hoefer and second of Jessica Stimmel.