



GRAND JUNCTION, COLORADO

V I S I T O R & C O N V E N T I O N B U R E A U

GJVCB MEETING MINUTES TUESDAY, JUNE 19, 1990

ATTENDEES: Debbie Kovalik, Kathy Voth, Don Bramer, Vicki Felmlee, Tom Ralser, Juli Henrikson, Steve Anderson, Eileen List, Bill Beckwith, Drew Munro - Daily Sentinel, Marty Bowman - Ramada Inn.

ABSENT: Frank Bering, Conner Shepherd, Dan Sullivan

A motion was made by Vicki Felmlee, seconded by Tom Ralser to accept the minutes of the June 5 meeting.

Vicki Felmlee provided an update on the final preparations for Tour-Around Colorado Expo.

Don Bramer asked the board to review their policy regarding the funding of special events. The policy states: "The Grand Junction Visitor & Convention Bureau will not subsidize operations of any special events. The bureau will however, help by promoting area events, within the context of the approved yearly marketing plan." He asked if any of the board members wanted to modify the policy at this time. A discussion followed regarding the reason for originally developing the policy. Vicki Felmlee stated that because of the volume of work to be done and the limited resources available, the policy had been developed to ensure that the efforts of the board and the VCB were not diluted. No motions were made to modify the existing policy.

The discussion of the funding request for the Tour of the Moon Race was brought back to the table. Vicki Felmlee moved that in light of the board's policy regarding special event funding, that Jay Cozza's request for \$7500 for the Tour of the Moon be denied. The motion was seconded by Juli Henrikson and passed unanimously. Don Bramer then asked Debbie Kovalik to outline what the VCB could do to promote the Tour of the Moon Race scheduled for August. Debbie listed the following:

- 1) Hand out information and/or sell promotional products at Grand Junction's Tour Around Booth.
- 2) Upon Mr. Cozza's request, the VCB will include promotion of the Tour of the Moon in the advertising already purchased in the Front Range market.
- 3) When caller's request information on the race, we will provide them with whatever information or materials Mr. Cozza requests.

Debbie Kovalik reported on who has responded to our request for participation on the advertising agency selection committee.

Members of the selection committee will be:

Don Bramer, VCB Board
Jann Ertle, General Manager, Peachtree Inn
Vicki Felmlee, VCB Board
Juli Henrikson, VCB Board
Carol Jackson, Promotions Director, KJCT TV
Ron Lappi, Finance Director, City of Grand Junction
Hank Schoch, Chief Ranger, Colorado National Monument
Conner Shepherd, VCB Board
Dan Sullivan, VCB Board

Mario Giordano of the Colorado Tourism Board will be acting as moderator.

The VCB/Chamber contract has been modified to include one full time support person. Kathy Voth began working full time as of June 16, 1990.

The Travelhost magazine has resubmitted an outstanding invoice for the last issue printed. Staff will work with city finance personnel to research past payments and what, if anything, is still due.

Eileen List was introduced by Steve Anderson. She will be his interim replacement for the next 90 to 120 days and will assist Debbie with the 1991 budgeting process. On behalf of the Board, Vicki Felmlee thanked Steve for his hard work in helping the VCB get going.

Vicki Felmlee moved to adjourn the meeting. Juli Henrikson seconded the motion and the meeting was adjourned.