



# 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  
FRIDAY, MAY 25, 1990

ATTENDEES: Debbie Kovalik, Steve Anderson, Don Bramer, Conner Shepherd, Vicki Felmlee, Kathy Voth, Juli Henrikson, Frank Bering, and reporter and camera man from KREX TV.

ABSENT: Dan Sullivan, Tom Ralser

A motion was made by Frank Bering and seconded by Conner Shepherd to accept the minutes of May 8, 1990.

Conner Shepherd reported on the Agency Selection Sub-committee's activities. The following eight advertising agencies were recommended to make oral presentations to a Selection Committee:

Bishop & Bishop, Aspen, CO  
Cowden & Associates, Grand Junction, CO  
Heinz/Barton, Denver, CO  
Henry Gill, Denver, CO  
Kinzley/Hughes, Denver, CO  
Tashiro Marketing, Vail, CO  
Taylor/Christian, San Antonio, TX  
Wood/Monte, Aspen, CO

Juli Henrikson moved to accept the finalists. The motion was seconded by Frank Bering and passed unanimously.

A discussion followed regarding the makeup of the Selection Committee to hear oral presentations. In addition to all members of the VCB board, the Selection Committee will include a city staff person to be selected by Mark Achen and several members of the general public. The following people are being considered pending their availability:

Carol Jackson, Promotions Director, KJCT TV  
Earl Payne, City Councilman  
Mark Ogle, Marketing Director, Community Hospital  
Joe Croker, Chamber of Commerce President  
Tilley Bishop, State Senator  
George Orbanek, Editor and Publisher, Daily Sentinel  
Jan Ertle, Owner, Peachtree Inn

Mario Giordano of the Colorado Tourism Board will act as moderator and advisor. Selection Committee members will listen to presentations, and complete review sheets to be provided to the VCB Board for final voting.

Vicki Felmlee presented information on the status of Tour Around preparations. Fifteen people will be helping with the booth and

dinosaur.

Juli Henrikson moved that two volunteers from the Tourist Information Center be invited. The motion was seconded by Vicki Felmlee and passed with 6 in favor and 1 opposed.

Vicki will provide more information on the Tour Around Budget at the next meeting.

#### DIRECTOR'S REPORT

Recommendations for print media for the Front Range Campaign were presented. Frank Bering moved that they be accepted. Juli Henrikson seconded the motion which passed unanimously.

Participation in the "Colorado Night" to be held at the Fall NTA Convention will cost \$500. This will allow the VCB to hang a Grand Junction banner at the event which is an opportunity to showcase our area to tour operators. Juli moved to budget \$500 for participation. Frank seconded the motion and it passed unanimously.

The Colorado Tourism Board in conjunction with Continental Airlines, will be bringing 160 qualified meeting planners into Denver for a two day seminar. Following the seminar, Continental Airlines will send up to 30 meeting planners to each of the Colorado Destinations for up to 2 days. In order to encourage them to have their next meeting in Grand Junction and to provide the meeting planners with an "extraordinary experience" Debbie requested a budget of from \$250 to \$500 to develop the tours. Frank Bering moved that up to \$500 be budgeted for this purpose. Conner seconded the motion which was passed unanimously.

#### NEW BUSINESS

Don Bramer requested that staff research the use of billboards in Utah.

Frank moved to adjourn the meeting. The motion was seconded by Juli.