



# 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 MINUETS  
TUESDAY, MAY 8, 1990

ATTENDEES: Debbie Kovalik, Steve Anderson, Bill Beckwith, Earl Payne, Conner Shepherd, Dan Sullivan, Vicki Felmlee, Frank Bering, Don Bramer, Drew Munro (Daily Sentinel).

A motion was made by Frank Bering and seconded by Vicki Felmlee to accept the minutes of the April 18th meeting.

Don Bramer reported on the Friendly Native Campaign. A brief history of the program was given. It was suggested to continue the program on a long term basis and noted that to do this additional staff (possibly an independent contractor) would be needed and the program should. Budget figures from the program in the past will be needed.

A motion was made by Vicki Felmlee seconded by Frank Bering to table discussion on the Friendly Native Program until the next meeting.

## DIRECTOR'S REPORT

Debbie introduced Bill Beckwith, the new volunteer coordinator to the board. Bill reported on the number of people that have utilized the Tourist Center's services from January 1990 through April 1990. Also a new format for gathering the statistical information was suggested. The TIC hours will be expanded for the summer. The possibility of having volunteers at the hotels for large bus tour arrivals was suggested. A volunteer incentives program was briefly mentioned. It was also noted that inquiries through the Chamber were up 35% over last year.

Debbie gave an update on the status of the new brochure. Delivery date is anticipated on May 17th.

Samples of promotional materials were provided for board review. Items that were shown were lapel pins, art for memo pads, folder, and the design for the poly (paper) bags.

Debbie gave a review of the NTA show and gave a demonstration of the new presentation folder.

Board members were made aware of local National Tourism Week activities.

A motion was made by Vicki Felmlee seconded by Frank Bering to approve the printing of a dining/transportation guide for

1990 with a maximum cost of \$750. Motion approved.  
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An informal planning meeting was scheduled for May 17th at 7:00 p.m. regarding Tour Around Colorado.

1990 Front Range Marketing Plan was reviewed.

A motion was made by Vicki Felmlee seconded by Frank Bering to accept the Front Range Campaign as proposed by staff. Motion approved.

A report was given by Dan Sullivan on the review progress.

It was suggested that a letter be sent to the Downtown Association suggesting that tourists would like to shop in the downtown area in the evenings during the summer.

A motion was made by Vicki Felmlee seconded by Frank Bering to adjourn the meeting.