



# 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 WEDNESDAY, APRIL 18, 1990

ATTENDEES: Debbie Kovalik, Frank Bering, Steve Anderson, Tom Ralser, Juli Henrikson, Kathy Voth, Conner Shepherd, Dan Sullivan, Drew Munro (Daily Sentinel)

ABSENT: Don Bramer, Vicki Felmlee

A motion was made by Frank Bering and seconded by Tom Ralser to accept the minutes of the April 5th meeting.

### OLD BUSINESS

Conner Shepherd reported that the committee is continuing to review the Requests for Qualifications from ad agencies.

Meeting days are being changed from Thursdays to Tuesdays. The next meetings are set for Tuesday, May 8 and Tuesday, May 22 at 3:30 at the Chamber of Commerce meeting room.

On behalf of the board, Frank Bering and Juli Henrikson thanked Don Bramer and the Hilton for the meeting room and refreshments.

### DIRECTORS REPORT

I. Staff sent very attractive guaranteed hotel rates to the Colorado Municipal League board as well as a copy of Women and Golf magazine with the article on western slope golf courses. The board will select host cities on April 26 and a press conference to announce the results will be planned for April 27 by the VCB.

II. Staff's recommendation to place an ad in the new Club 20 regional publication every other month was approved. The ad will be produced by the agency putting together the publication and will be directed at attracting small government meetings and seminars.

III. Staff is making arrangements to put on a tourism seminar on May 16 (National Tourism Day) in cooperation with the Chamber of Commerce. Seminars will be tentatively scheduled to run from 7am-9:30am and 10:30am to noon. Speakers will be the director of the Colorado State Association of Hotels and Motels and a representative from the Southwest Region Tourism Board and will cover "How to Get Tourists Out of the Hotels and Into Your Business," and "How to Attract Tourists From the Western Slope Into Your Business." The Director of Colorado State Association of Hotels and Motels will also meet with all hotel properties so she can become more familiar with what Grand Junction area hotels offer.

Staff will contact the City Clerk about getting a proclamation from City Council declaring May 16 National Tourism Day in Grand Junction.

In conjunction with National Tourism Day, the revival of the "Friendly Native" program was discussed. Don Bramer has been researching the program and will present his information at the May 8 meeting. Tom Ralser and Frank Bering will work with him on this. Staff will also look into the possibility of hiring someone from the "Colorado Loves Company" staff to do a training series for local hospitality employees.

IV. Estimated cost for the addition of 8 panels to the brochure is \$800. This does not reflect the cost for author's alterations such as 2 hotel name changes which occurred this week, addition of special information phone numbers, map changes, etc. The print bid from Hirschfeld is on Council schedule for April 18. Estimated arrival date of new brochures is May 15.

V. A letter of support was sent to Keith Fife for the designation of Unawep Canyon as a State Historic & Scenic Byway. If the designation is approved, the road will be highlighted on future state maps and will appear as such in national atlases.

VI. The NTA Spring Exchange is scheduled for Saturday, April 27 through Thursday April 26 and Debbie will be attending.

VII. Our ads are currently on the stands in Sunset Magazine, Midwest Living, and Southern Living. Many calls are being received. On Tuesday a record high of 42 inquiries was received. In the future a conversion study will be done to find out how many of the people calling for brochures actually end up coming to visit.

VIII. The VCB needs to have the Lodging Survey statistics compiled to include in packets to the agencies who are selected for oral presentations. The board approved a recommendation to have Kathy Voth do a computer compilation and summary for \$220.

IX. The current "Lodging/Dining Guide" is somewhat outdated. Staff will present more information at the next board meeting on what type of information a revised guide might include and the cost for preparing it.

#### NEW BUSINESS

No new business was discussed.

Conner Shepherd made a motion to adjourn the meeting which was seconded by Frank Bering. The meeting was adjourned.