



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 BOARD MEETING MINUTES THURSDAY, APRIL 5, 1990

ATTENDEES: Dan Sullivan, Vicki Felmlee, Tom Ralser, Debbie Kovalik, Steve Anderson, Kathy Voth, Frank Bering, Conner Shepherd, Drew Munro (Daily Sentinel) and Diane Schwenke (GJ Chamber of Commerce)

ABSENT: Don Bramer, Juli Henrikson

A motion was made by Vicki Felmlee and seconded by Frank Bering to accept the minutes of the Thursday, March 22 meeting.

OLD BUSINESS

No old business was discussed.

DIRECTOR'S REPORT

- I. The schedule for the Colorado Tourism Board's Annual Symposium was reviewed. Dan Sullivan, Frank Bering, Don Bramer and Debbie will all be attending.
- II. The Colorado Tourism Board is planning a staff familiarization trip to Grand Junction tentatively scheduled for June 28 and 29. The agenda is being developed. The CTB has requested tours of the wineries, the Monument and the dinosaur attractions. They will also be touring some of the hotels/motels.
- III. The International Association of Convention and Visitor Bureaus approved the GJVCB's membership application. Membership means that the GJVCB will be able to participate with a booth in the International Convention meeting in Denver next year.
- IV. The first of several advertising tear sheets has been returned and reviewed by staff.
- V. Upon review of the print bids received for the fullfillment brochure, Frank Bering moved that the Board recommend to council that the contract be awarded to Sentinel Printing. Tom Ralser seconded the motion, which was passed by a vote of 5 in favor with one abstention.
- VI. Grand Junction has been the focus of several travel writer features. These include a piece on Western Slope golf courses in "Golf for Women," and an article about the wineries in Colorado and an article on Grand Junction attractions in the Colorado Rural Electric Association's magazine. Debbie has also been working with Lora Finnegan, a travel writer with Sunset Magazine who is planning

a trip to Grand Junction to do a piece on the area. Special focus will include the Monument, local trails (both biking and hiking), and other outdoor activities.

VII. Because of the large volume of information submitted by the 15 agencies who responded to the VCB's request for qualifications, Debbie suggested that the schedule for selection of an agency be revised to allow the Board members more time for review. A committee was selected to review all the agencies and make recommendations on those to be invited for oral presentations. Committee members are Dan Sullivan, Vicki Felmlee, Conner Shepherd, and Don Bramer.

Mario Giordano of the Colorado Tourism Board has volunteered to provide the VCB Board with any help they may need in going through the process of agency selection. The selection schedule was tentatively set pending confirmation of Mr. Giordano's schedule, and is included in the Board packet.

VIII. The Great American Race, a classic car rally, is scheduled to go through Grand Junction with a brief morning stop. Race promoters put together a program each year and distribute it nationally along the Race route. Conner Shepherd made a motion that the VCB place an ad in the program. The motion was seconded by Dan Sullivan and was passed with a vote of three in favor and one opposed. Debbie will include a letter to the promoters indicating that the ad purchase is designed to promote Grand Junction nationally and future buys will be based on responses from the ad in the program.

IX. Dan Sullivan, Frank Bering, and Debbie Kovalik discussed their trip to Moab to meet with the Moab Chamber of Commerce. Because of Moab's location, they have experienced a boom in tourism. Since Grand Junction has many of the same types of attractions, it may be possible to piggyback on their successes.

X. Debbie will be attending the NTA meeting in Palm Springs April 21-26. At the meeting VCB's are given the opportunity to meet with travel coach operators. All but 2 of Debbie's appointments are filled to date, with over 50% of those appointments having been requested by the motorcoach operators. This is an unusually large number of requested appointments suggesting a very strong motorcoach market in Grand Junction.

XI. Debbie is going over requirements for a full time position and the procedures necessary to write the position description and coordinate the hiring through city personnel.

XII. The Colorado Municipal League Board met March 29 to select 5 finalists from the 8 cities bidding for future conventions. Grand Junction was selected as one of the five. Debbie is collecting final bids from local hotels/motels to be presented to the Board prior to their final meeting on April 26th.

New Business

Debbie said that due to requested copy and map additions, the contract with Drew and Hartung to design and produce the brochure will need to be modified to include additional panels. The initial copy proved to be larger than would fit into the initial design, resulting in the necessary panel additions. Due to the size of the paper being used, this change will provide economy in the printing process. Cost estimates for this additional work will be available for Board consideration at a future meeting.

Conner Shepherd moved to adjourn the meeting. The motion was seconded by Frank Bering. The meeting was adjourned.