



# 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, MARCH 22, 1990

ATTENDEES: Frank Bering, Tom Ralser, Juli Henrikson, Vicki Felmler, Don Bramer, Debbie Kovalik, Kathy Voth, Connor Shepard, Jim Hartung, Drew & Hartung Advertising.

ABSENT: Dan Sullivan

A motion was made by Frank Bering to accept the minutes of the Thursday, March 8, 1990 meeting. The motion was seconded by Juli Henrikson.

### OLD BUSINESS

Don Bramer reported that research on the Friendly Native Program is continuing. He will report on it later.

The Board will meet on April 18 at 2:00 at the Hilton to see the Mesa College video on the structure of a Board. The regular Board meeting will follow the video.

The Board's next meeting will be at 3:30 at the Chamber on April 5.

### DIRECTOR'S REPORT

I. Budget items noted in the Director's Report were approved unanimously by the board. Debbie noted that costs may vary on some of the projects and that the numbers presented are estimates. The Board gave approval to staff to have new advertising designed that would better represent the marketing directions arrived at during the Board retreat. This included design work necessary for some of the printed marketing tools as well as advertisements to be used in consumer publications.

II. The timeline for the request for proposal to hire an agency was reviewed. It was agreed that the review of qualifications and selection process should be delayed. Staff will review deadlines and production timelines in order to recommend a suitable selection schedule. Debbie will continue to function as an in-house agency until the process can be scheduled.

III. The Kansas Promotion will involve contacting hotels who would be interested in providing free lodging as part of vacation packages which will be given away in Western Kansas. This provides

Grand Junction with some high visibility advertising at no cost to the bureau, other than the coordination function, and brings tourists and their families to the area.

IV. Jim Hartung presented the initial design for the Fullfillment Brochure. Content was discussed and Jim was provided with additional direction. The Board expressed approval of the design presented. The Board again emphasized the need for quality photography, a clean look for the brochure with the minimum amount of copy required to present Grand Junction and its most important attractions. The Board recommended focusing on 4 or 5 of the major attractions, including a listing of all others.

V. Debbie will be attending the Moab Chamber Spring Workshop, leaving from the Holiday Inn on March 30. Frank Bering and Don Bramer are tentatively attending.

#### NEW BUSINESS

The Board discussed the quantity of work facing staff if they are to be able to present Grand Junction and successfully compete in the market. It was agreed that a full time assistant is required in order to accomplish the goals of the board and the council's directives. Vicki Felmlee made a motion that the Board advise council through Debbie to seek out a marketing assistant as a full time position. Frank Bering seconded the motion which was passed unanimously.

Don Bramer noted that the Visitor and Convention Bureau is not listed on the sign at the Chamber Building. Debbie will take care of having the VCB listed.

The Board's meeting day was discussed. Pending checking with Connor Shepard and Dan Sullivan, the meeting day will be changed from Thursdays to Tuesdays.

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