



# 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, February 22, 1990

Attendess: Don Bramer, Chairperson; Julie Henrikson, Frank Bering, Conner Shepherd, Debbie Kovalik, Vicki Felmlee, Dan Sullivan, Drew Munro, Sentinel

Absent: Pags Ragsdale, Tom Ralser, Steve Anderson

It was moved by Frank Bering and seconded by Vicki Felmlee that the minutes of the Thursday, February 8, 1990 meeting be approved as distributed.

## SCHEDULED MEETINGS

Debbie Kovalik stated that Board meetings will be held the second and fourth Thursday of each month at 3:30 p.m. at the Chamber of Commerce office. Don Bramer inquired if the agenda for the board meetings could be distributed at least a week prior to the meeting. Debbie stated that she would try to comply with this request as much as possible.

## BOARD RETREAT

A motion was made by Don Bramer and seconded by Frank Bering to adopt first mission statement as written. It was felt that the second mission statement needed to be rewritten. After a lengthy discussion and rewrite, it was moved by Frank Bering and seconded by Julie Henrikson that the second mission statement be approved as follows:

The Grand Junction Visitor & Convention Bureau is a division of the City of Grand Junction whose purpose is to promote the Grand Junction area in external markets to generate visitor dollars in order to produce a positive impact on the local economy.

The motion carried by a vote of 5-1. The notes from the Board Retreat were approved as written.

## DIRECTOR'S REPORT

Debbie explained that an immediate decision was needed for the advertising campaign because of deadlines. Don Bramer requested that advertising be broken down into two different categories of tourism and convention markets. Vicki Felmlee moved to endorse the advertising budget as presented. Julie Henrikson seconded the motion and it passed unanimously.

Debbie explained the remainder of the marketing proposals for discussion only. It was recommended that the Fulfillment brochure be distributed throughout the States of Colorado and Utah and some Highway I-70 corridor outlets.

Publications - Debbie proposed 3 or 4 different potential publications to be used in the '90 marketing effort (folders, miscellaneous printing will be needed). Direct mail campaigns have been assigned for the group market and a group facilities guide is proposed to encourage more group business in the city. Also proposed is a 2-color map for Grand Valley distribution to help tourists get around.

Travel trade was discussed and included the Colorado Tourism Board's Annual Symposium. Board members were asked if they wish to participate. Board members decided to let Debbie know by March 8th if they plan to attend the conference in Denver on April 10th and 11th.

Familiarization trips are also proposed in the 1990 marketing plan. Don Bramer noted that he would like to see something from California, possibly AAA.

Debbie presented a lodging research form to the Board. This will be sent to all Grand Junction hotels. Don Bramer suggested identification be optional and that information be kept confidential. Don suggested to include bed and breakfasts in the mailing.

A discussion developed regarding the Mesa Colorado Tourism Council and its purpose. Don Bramer stated it was originally set up to report to the Northwest Region. Don suggested that Debbie speak to Wendell of the Hilton to get more information.

#### BOARD BUSINESS

Debbie reviewed old materials from the Friendly Native campaign. A discussion was held regarding the campaign and continued support was recommended for the program. Suggestions were made to hire out services for this. Conner suggested that this item be included on the agenda for the March 8th meeting. Debbie suggested this needs more research. Don Bramer took the file and will report on the program on March 8th.

#### NEW BUSINESS

Frank Bering asked about the VCB producing a Monument brochure, to be printed as one piece. It was agreed that this will be discussed at a later date.

Conner Shepherd moved to adjourn the meeting and Vicki Felmler seconded the motion.

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Layouts for the brochure will be done and presented in rough form, two or three sketches, to the board. The bids are still coming in and the board will be notified when the bids are available to review.

There was some discussion on photography currently available for use in brochures. It was noted that some photos may be outdated and or need review, enough photography does exist locally to obtain the photos needed.

A review of the 1990 National Advertising schedule was presented by Debbie. Samples were shown. In the board packet, changes were noted that were made to the original presentation in February. Some publications were not available and could not be purchased. The board concurred on the additions and recommended staff proceed with purchasing the ads.

Debbie presented the timelines for sending out a request for proposal to hire an agency to represent the City of Grand Junction. After staff reviews the initial bids, they will recommend three to five agencies be reviewed by the Board. The board agreed to meet on April 18, at approximately 1:00 p.m. to begin the agency presentations. Each would last at least 45 minutes. At the conclusion of the presentations, the board will deliberate to select an agency and pass that recommendation on to city council for their approval at the May 2, council meeting. Debbie will arrange for the room.

#### NEW BUSINESS

An invitation was extended to the board members to attend a coffee & donut get together with the VCB volunteers on Tuesday, March 13. The purpose of this is to introduce staff and board members to the volunteers and explain what the bureau is and what new programs will be undertaken.

#### OLD BUSINESS

Julie Henrikson, chairperson, brought up the business of the Friendly Native Campaign. The board unanimously agreed to postpone the discussion until Don Bramer returns with his report on it.

The next VCB board meeting will be 3:30 p.m., Thursday, March 22, at the Chamber's upstairs conference room.

Vicki Felmlee motioned to adjourn the meeting. Connor Shephard seconded the motion.