

GJVCB BOARD MEETING MINUTES

Friday, January 12, 1990

Attendees: Don Bramer, Chairperson; Julie Henrikson; Dan Sullivan; Frank Bering; Tom Ralsler; Conner Shepherd; Debbie Kovalik; Steve Anderson

Absent: Vicki Felmlee; Rags Ragsdale

It was moved by Dan Sullivan, seconded by Frank Bering, that the minutes of the January 2, 1990 meeting be approved as distributed (6-0).

SCHEDULED MEETINGS

A permanent meeting time will be established once Debbie Kovalik gets on board February 7, 1990. The next board meeting was scheduled for 3:30pm, Thursday, February 8, 1990, at the Chamber of Commerce building.

NATIONAL TOUR ASSOCIATION

No arrangements have been made to register the GJVCB for the April National Tour Association trade show. Debbie will contact the NTA to determine if attendance would be possible.

FILM COMMISSION

Discussion was conducted on the film commission. Don Bramer informed the Board that \$30 million is estimated to be spent by the film industry in Colorado during 1990. Debbie explained that the first contact by a film/commercial company was to the State of Colorado Film Commission, with the State contacting individual commissions. A community volunteer group is raising funds to finance attendance at the late February, 1990, film expo in Los Angeles. Lana Turrou is planning to attend on behalf of the volunteers. Debbie informed the Board she is the Colorado Springs contact for the State Film Commission and had attended the film expo the past two years. She stated it would not be viewed as a negative if no one from Grand Junction attended this year's expo.

SPECIAL EVENTS POLICY

Debbie will submit the Colorado Springs CVB special events policy criteria to the Board members for their consideration. She stated the goal of the Colorado Springs CVB was to promote special events by attracting people from outside the Colorado Springs area. Tom Ralsler recommended the Board might consider identifying two or three local special events, then go to the community and get the public involved. The long term goal would be to spin off the events to the public from the GJVCB. No action was taken on Tom's recommendation. Discussion was conducted on adopting a fixed percent of annual budget for funding special events. Board consensus was not to adopt a fixed percent, recognizing it would be easier to raise, rather than lower, any budget amount decided upon.

RETREAT SCHEDULE

The retreat is scheduled for Friday, February 16 and Saturday, February 17, 1990. Steve will arrange, either at Glenwood Springs or Moab. The intent of the retreat is to develop a mission statement, goals and objectives, and short/long term marketing strategies. Other items for discussion will be special events policy, measurements for determining success, and convention business. The Friday morning session will begin at 9:00am, end at 4:30pm, and the Saturday session will be from 8:00am to noon. Friday evening a dinner will be held. Attendees will be Board members, Executive Director, and a facilitator. (Debbie will arrange for the facilitator.) Participants will drive up on Friday morning, arriving at 8:30am. This schedule does not provide much opportunity for Debbie to get settled into her new position, but will furnish the opportunity for the Board and she to begin working together on long range planning.

INTERIM DIRECTOR REPORT

Steve reported: severance pay had been made to the two staff persons from the CVB contract; Dalby Wendland is closing the books on 1989; the City's finance department is paying bills; the three year lease at the TIC on Horizon Drive increases in February, the second year of said lease; the Chamber has conducted interviews for the volunteer coordinator and will name the person to be hired next week; and Steve/Chamber are working with the VA on their winter sports clinic to be held February 11 through the 16th. Steve distributed copies of the Grand Junction Parks and Recreation Board policy for the GJVCB Board members review. This information will be discussed at a future meeting.

NEXT MEETING: Thursday, February 8, 1990 3:30PM Chamber

