

GJVCEB MINUTES

Tuesday, January 2, 1990

The first meeting of the GJVCEB was attended by all members of the Board. Conner Shepherd was also in attendance.

On a motion by Dan Sullivan and a second by Tom Ralser, Don Bramer was elected Chairperson (7-0). Juli Henrikson was elected Vice-Chairperson on a motion by Frank Bering and a second by Vicki Felmlee (7-0).

Old Business:

Frank Bering informed the Board on the status of the proposed brochure being developed by Cobb and Associates. The brochure was circulated to the members for their review. Don Bramer expressed concern that the recurring theme of the brochure was aimed at the inexpensiveness of vacationing in Grand Junction. He was opposed to presenting this image of Grand Junction to potential visitors. The CVB had determined not to reprint the circle tour brochure, and to have Cobb develop a new lure piece. Rags Ragsdale proposed RFPs be distributed in the future for such work. Following discussion, it was moved by Vicki Felmlee, seconded by Frank Bering, that work on the brochure be tabled until the new Director was on board (7-0). Juli Henrikson will obtain samples of brochures developed by local vendors for the Director and Board's review.

Juli Henrikson informed the Board that the marketing subcommittee of the CVB had initiated development of a short term marketing plan but had abandoned work on the plan. She stated the Director should develop the plan with the assistance of the Board.

Board Member Goals:

Ragsdale stated his first goal as a Board member was to increase visitors, with the second goal being to attract convention dollars. Funding special events would assist in attracting visitors.

Sullivan stated his goal was to increase tourism and to assist the the Director in promoting Grand Junction.

Felmlee stated her goal was to inventory facilities and fund the develop of new attractions to increase visitors. Vicki supports subcommittees of the Board in an attempt to include more people in the community to assist in increasing visitors.

Shepherd wants to have the quality of life in Grand Junction translated into why people should visit. He believes the GJVCEB should promote special events, not invest in the event. Conner wants to concentrate on promotion, with special events funding, if any, limited to an application process. He wants the visit to be positive, resulting in repeat visits, perhaps even relocation of businesses.