



# 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 MEETING MINUTES  
TUESDAY, DECEMBER 11, 1990

PRESENT: Frank Bering, Judy Manning, Cindy George, Kathy Voth, Debbie Kovalik, Juli Henrikson, Conner Shepherd, Jody Kole, Vicki Felmlee, Don Bramer, Diane Schwenke and Carol Skinner

ABSENT: Tom Ralser

Juli Henrikson brought the meeting to order. Frank made a motion to approve the minutes of the previous meeting as written. Cindy seconded the motion which passed unanimously.

## BOARD ITEMS

Cindy George was designated as the Chairman of the Visitor Information Center Committee. The committee met at 11:00 at the Hilton on December 11 in order to look at various sites available for consideration. The committee has stated a preference for one of the sites and Tim Woodmansee will gather more information so the committee can determine if it will be feasible to pursue the matter further. Debbie will contact Tim Woodmansee to ask him to look further into the committee's top choice and the committee will reconvene late next week to go over his information.

## DIRECTOR'S REPORT

Debbie introduced Carol Skinner, one of the finalists for the sales coordinator position. An offer will be made to one of the finalists on Thursday and the new person will begin on January 2.

Debbie went over lodging tax and vendors fee collections to date. (See attached table.) She also presented a summary sheet for the 1990 revised and 1991 proposed budgets. Debbie said that there is approximately a \$300,000 cash carry forward made up of funds that are unencumbered from 1989 and 1990. She expects most line items to come in under budget. Conner Shepherd noted that Council has still not acted on the 1991 VCB Budget. He said that the Board is educated now to what a VCB is and does, but in order for the board to effectively evaluate the VCB's and Debbie's performance they need an objective base of comparison. He would like to see the board sent to some kind of training session to provide them with this education. Debbie has not yet been able to find a training session which fits this description. The National Tour Association has a film available which describes their activities which might be helpful. She also suggested changes to the board's retreats which might include personnel from other Convention and Visitor Bureaus who could discuss industry standards. Debbie said that she currently has figures from the International Association of Convention and Visitor Bureaus that compare standards for spending

on personnel, administration and advertising. She will put together a comparison for the January meeting.

Conner noted that the 1991 budget does not show how the cash carry forward has been earmarked. Jody provided several options to handle this. A portion of the cash carry forward could be reserved for short falls (comparable to the city's minimum fund balance). A portion could also be set aside for special projects. Conner and Frank also mentioned that it might be appropriate to further discuss using VCB funds for "Special Events." Conner volunteered to be a special committee of one to come up with some possible guidelines for the use of VCB funds for special events and projects for presentation at the next board meeting. It was agreed that 10% of the cash carry forward should be reserved for revenue shortfalls, 5% for marketing projects and 85% for Capital Acquisitions. Following discussion of other requirements for personnel and marketing projects, Cindy moved that \$15,000 of the cash carry forward should be placed in the 1991 budget for use in personnel salaries, board training, and CTB marketing projects. Vicki seconded the motion which passed unanimously.

Debbie presented the advertising schedule as it currently stands. Tashiro has decreased the amount of money to be spent on newspapers on the Front Range and increased the number of national publications. The national publications they have selected are based on the responses to the VCB's 1990 marketing plan and readers who have a tendency to travel.

Judy presented the November Visitor Information Center statistics. The number of visitors has decreased but volunteers seem quite happy. Conner reminded the board to go visit the volunteers at the center as time allows. Judy mentioned that she had attended a "Colorado Loves Company" training session and had found it quite informative. More information will be presented at the January Board meeting.

Debbie attended the Northwest Travel Region meeting on Saturday December 8. Attendees worked on developing a regional marketing plan. To date Wendel McConnell of the Hilton has been Grand Junction's representative. At the December 12 meeting at the Hilton, he will be resigning from that position and will be nominating Debbie in his place. Cindy asked Debbie if she felt she would have enough time to devote to being the representative. Debbie said she thought she would.

Debbie passed around paper samples for the reprint of the brochure. By printing it on a slightly lower grade of paper, the end product would look virtually the same but would cost approximately \$3,000 less. The board agreed to let Debbie use her own judgement. Debbie also passed out a copy of the 1/6 page ad which will be used in the national publications.

NEW BUSINESS

Jody will check on Council's schedule the week of January 14th. If the Council's schedule allows, the Board will meet for dinner with the Council on Tuesday, January 15 at 6:00 p.m. at Two Rivers Convention Center. The next board meeting will be January 8 at 3:30 p.m. at the Hilton Hotel following the "Friendly Native" meeting to be held at 2:00 p.m.

Debbie said that the two expiring board positions are on the next council agenda. She noted that all board positions will be for 3 year terms from now on.

Frank made a motion to adjourn the meeting which was seconded by Cindy. The motion passed unanimously and the meeting was adjourned.