



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, AUGUST 14, 1990

PRESENT: Bill Beckwith, Debbie Kovalik, Earl Payne, Tom Ralser, Vicki Felmlee, Frank Bering, KREX-TV, Don Bramer, Harvey Tashiro, Linda Hill, Eileen List, Kathy Voth, Juli Henrikson

ABSENT: Dan Sullivan, Conner Shepherd

A motion was made by Vicki Felmlee and seconded by Frank Bering that the minutes of the July 15 meeting be accepted as written.

BOARD ITEMS:

Debbie Kovalik presented the bid from Powderhorn for the Fall Planning session. Juli Henrikson moved that the session be scheduled for September 21 and 22. The motion passed unanimously. The budget was discussed. Vicki Felmlee moved that the board approve the \$1,200 budget for the session. Juli seconded the motion which passed unanimously. If board members have suggestions for topics to be discussed at the session they should contact Debbie or Kathy.

DIRECTOR'S REPORT

Debbie Kovalik presented proposed revisions to the 1990 budget. She explained that when the budget was originally developed, the level of response to the new marketing was an unknown and that the budget needed to be revised in several areas in order to take care of the number of visitor inquiries. Funds will be taken from the marketing account and placed in 9 other accounts. An error in the revisions as presented was noted and the correction is attached.

Debbie met with the city personnel director to discuss hiring a full time Group Sales Coordinator. The city will set the salary and handle the hiring process. The coordinator will be responsible for group sales and servicing and for generating new leads. Business trips to Denver may be required.

Earl made a motion that the revisions be approved (as corrected). Juli seconded the motion which passed unanimously. Don Bramer discussed the possibility of making the full time secretarial position, currently a contract service position with the Chamber of Commerce, into a full time city position. Earl suggested that Debbie discuss this with city personnel and what the ramifications might be for current personnel.

Debbie presented estimates for the development of a VCB owned trade

show booth. Vicki Felmlee moved to approve the budget of \$9350 for the booth. Juli seconded the motion which passed unanimously. Tashiro Marketing will be responsible for design development and for providing the VCB with a color comp. which will be approved by the Executive Director and the Board.

Completion date for the booth is October 1 so that it can be used at the trade show portion of "Vision Colorado," the Continental Airlines/CTB sponsored educational seminar targeted at meeting planners interested in bringing their events to Colorado. Plans for the seminar include: special uniforms for Continental personnel who will be escorting guests throughout their entire visit, educational seminars on meeting planning and gifts for the guests. The trade show portion of the event will allow CVB's to present their cities to a group of 180 meeting planners. In order to make the best possible impression, Debbie requested that the budget for this event be increased to include additional booth space and possible giveaways. Earl Payne moved to approve a total budget for the event of \$2500. Vicki seconded the motion which passed unanimously.

Debbie provided members of the board with a letter from the Travel Industry of America regarding current gas prices and their position on prices and rationing.

Debbie described some of the ideas and experiences she had at the International Association of Convention and Visitor Bureaus conference she attended. She noted that the most important thing she had learned was that Grand Junction has a very large budget for a city of its size, and that it has many more assets than other cities working with a similar budget. The number one issue for CVBs is working effectively with their city governments, communities, and funding agencies. Every agency deals with the difficulty of describing what it does. Some suggestions she came back with for dealing with these two problems were: set up the trade show booth around town with a description of how and where it is used to let the public know we're at work; take locals on FAM trips; hold an annual or semi-annual breakfast or banquet to show locals what has been accomplished and what is planned. An Idea Fair was held during the conference and Debbie will be receiving a book outlining the ideas.

The contract to hire Tashiro Marketing as the VCB's agency will be presented for approval to the City Council on August 15. Debbie requested \$15,000 be added to the original contract amount of \$225,000. This money would be used to produce a Grand Junction video. Following discussion, this amount was increased to \$20,000 for a total contract amount of \$245,000. Frank Bering moved that the \$20,000 be added to the contract for the video, Juli seconded the motion, and it passed unanimously.

NEW BUSINESS

Dan Sullivan has resigned from the Board because his job requires

him to move to Denver. Debbie will notify the city clerk of the new vacancy.

Bill Beckwith, the Volunteer Coordinator for the Tourist Information Center, has given two weeks notice in order to take a new position. His last day will be August 28.

Don Bramer has been approached by some Horizon Drive businesses regarding their concern over the appearance of the entrances to the city. They feel it is unfair to focus on downtown beautification when the entrances to the city off I-70 are being ignored. The Horizon Drive Loco store was fined for having weeds while the State property immediately adjacent to it continues to have weeds growing over the fence. They feel that the Freeway entrances to the city are ugly and the city and the VCB need to be more aware of this. Earl will pass it on to council, but suggested a letter from the VCB to the Weed Abatement Program would have greater impact. He suggested mentioning all areas that need improvement including Orchard Mesa, Mesa Mall area, and I-70 Business Loop. The letter should be copied to the State Highway Department, Bill Clary and Tillie Bishop.

Don Bramer would still like to have Board books for all members. Staff will get Juli Henrikson's as a pattern.

Frank Bering moved to adjourn the meeting. Juli seconded the motion which passed unanimously and the meeting was adjourned.