



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, JANUARY 8, 1991
Grand Junction Hilton Room 234

PRESENT: Frank Bering, Tom Ralser, Don Bramer, Vicki Felmlee, Kathy Voth, Linda Hill, Debbie Kovalik, Juli Cogdill, Barbara Bowman, Diane Schwenke, Bob Reece, Conner Shepherd

ABSENT: Cindy George

Don Bramer brought the meeting to order. Frank Bering made a motion to accept the minutes of the December 11 meeting as written. The motion was seconded by Tom Ralser and passed unanimously.

BOARD ITEMS

Tom Ralser passed out an outline of topics discussed at the Hospitality Training Committee meeting. The program will be oriented towards customer service and hospitality. Judy will use her training from Colorado Loves Company to train local service industries' staff. The next committee meeting will be January 17 at 3:30 at the Chamber's upstairs meeting room.

Debbie brought up the subject of board training and the research she has been doing. She had spoken with the President of the International Association of Convention and Visitor Bureaus (IACVB) regarding their 4 year old Management Consulting Team Program. The team is made up of 4 people; one IACVB staff member, and 3 CEOs from other bureaus. The team spends 4 days in the city, one day with the bureau director, a morning with the board reviewing expectations and VCB operations, and a day and a half doing "undercover" interviews of local people to get their ideas and feedback. The final day is spent going over some of their findings with the Board and director. A written report is prepared and sent within 6 to 8 weeks after the site visit. The cost of this program is \$12,000.

Several objections to this form of evaluation were raised. The cost was quite high and Conner felt that it would be opening the board to criticism. Vicki felt that it would tell us a lot of things we already know and because the bureau is so young it might be a premature evaluation. Conner also said that when he had brought up the subject of board training it was not with an eye to evaluation of the bureau but as an effort to provide the board with more information and an idea of what other communities are doing to allow them to better evaluate the director's performance. Debbie suggested that she develop one or two other ideas, possibly to include getting marketing plans from communities of similar size

with similar budgets. Additional suggestions from the board included having Jim Clark return to work with the board, getting some sort of written criteria from the IACVB and possible board exchanges with similar communities.

Don Bramer asked who was currently evaluating Debbie. Conner Shepherd said that he and a number of other people had been asked by Jody Kole to evaluate Debbie. Don felt that it was important for a member of the board to be involved in the evaluation. Debbie said she had turned in a written self-evaluation. She will also turn in a list of 1991 Goals and Objectives pending further discussion with the board on this topic. Because Jody has been out of the office a great deal on personal matters, the evaluation is not yet complete.

DIRECTOR'S REPORT

Debbie introduced the new Group Sales Manager, Barbara Bowman, who will begin January 16, 1991. Barbara comes to the VCB with incredible references and knowledge of this market and the tourism industry and group sales. Barbara said she is very excited about the opportunity to promote Grand Junction. Her first goal is to develop a marketing plan based on some research she has already begun. Barbara is a 4th generation Denver native. Following graduation from the University of Colorado she spent 12 years in Europe and Africa. She was in charge of the Grand Butte Hotel's Hospitality Center and for the last year has been an account representative for KJOY radio. As part of her training Debbie plans to take Barbara to Boulder to spend a half day with their CVB and to the Colorado Springs Bureau to look at their sales tracking systems. Barbara will also spend a great deal of time initially with the local hotel sales departments to become familiar with their tracking systems and with what they are doing so she does not duplicate their efforts. Barbara has done some preliminary research on tracking and has been involved in it before.

Debbie discussed the organizational meeting of the Grand Junction/Mesa County Tourism Marketing Committee. At her suggestion the committee will be formed to allow local tourism related business people to network, discuss problems, provide each other with solutions and work more cooperatively. They will meet on a bi-monthly basis. They will also receive reports from the Northwest and Southwest Travel Regions and provide them with feedback on their marketing efforts. Debbie sees this as an opportunity for the VCB to get feedback from the locals. Forty seats were designated from the following areas:

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| 1 Rafting | 1 Guide/Outfitter |
| 1 DDA | 1 Bed & Breakfast |
| 5 Hotels (2 large, 2 medium, 1 small) | |
| 1 State Parks | 1 Group Transportation |
| 1 Fruita Welcome Center | 1 Winery |
| 2 Attractions (one will be the museum) | |
| 1 Walker Field | 1 West Star Aviation |
| 1 Rental Car Agency | 1 Airline |

1 BLM	1 Riverfront
1 Club 20	1 Restaurant
1 UnawEEP Scenic and Historic Byway	
1 County Commissioner	1 City Councilman
1 City Parks and Recreation	1 Arts related
1 Mall	1 US Forest Service
1 Powderhorn	1 Camping
1 each from the chambers of Collbran, Debeque, Fruita, Palisade and Grand Junction	
1 Two Rivers Convention Center	
1 Intermountain Veterans Memorial Park	
1 Colorado National Monument	

Conner asked how this committee would be distinguished from the City's Visitor and Convention Bureau. Debbie said that their purposes were different. The Mission Statement of the new committee as developed in their meeting was, "an organization formed to exchange marketing ideas and promote tourism throughout the city and county."

Conner explained that the development of the Grand Junction/Mesa County Tourism Marketing Committee may be misconstrued. This was compounded by the fact that recently on several occasions Debbie had been described as the County's Tourism Director or representative. While the VCB's participation in the committee is not seen as a problem, the VCB must be sensitive to the perceptions of the situation. In order to prevent further confusion, the name of the committee will be changed to "Tourism Marketing Committee" and should a spokesperson be required for the Committee it will be someone other than Debbie. It is the VCB Board's understanding that the council has no objection to Debbie being involved in the Committee.

Debbie presented the year end lodging tax collections of \$365,255.20.

Debbie asked the board to review a change in her travel budget which would allow the VCB to attend the "Affordable Meetings" Trade Show in Washington D.C. September 11-13, 1991. Approximate cost of attending is \$1,975. Debbie had originally planned for 2 people to attend the Spring NTA convention in Portland. By sending only one person, she would have enough money to attend the D.C. trade show. Conner moved that the change be made. Juli seconded the motion which passed unanimously.

The Denver Metro CVB is putting on a "University of Tour & Travel" on January 22 from 9am to noon. Discussion will cover international marketing as a preparation for the upcoming Pow Wow. Barbara will attend.

The Chamber Contract is currently on a month to month basis. Debbie had planned to go before the City Council on January 14 and 16. The Board suggested that Debbie talk to Mark Achen to decide if this should still be scheduled.

NEW BUSINESS

The next board workshop is scheduled for February 26 at 3:30 in the upstairs Chamber meeting room.

Debbie has received a request for \$8,000 to fund an overnight stay for the Great American race. She was directed to tell the organizers that the Board is currently reformulating their special events funding policy and is not prepared to be involved in this at this time.

Don Bramer said that the one year terms for the Chairperson and Vice Chairperson had expired and new ones should be selected. Frank nominated Don Bramer for the 1991 Chairperson. Tom Ralser seconded the nomination which passed unanimously. Frank nominated Juli Cogdill for the position of Vice Chairperson. Vicki seconded the nomination which passed unanimously.

The Colorado National Monument is getting ready to reprint their brochures and have offered the VCB an opportunity to buy brochures above their yearly allotment of 1200 for the price of about \$.07 each. Conner moved that the VCB purchase up to 10,000. Vicki seconded the motion which passed unanimously.

Linda Hill said that focus sessions are scheduled in Denver for February. On February 19 they will be working with people who have not visited Grand Junction (non-users) from 6 to 8 p.m. On February 20 they will be working with people who have visited Grand Junction (users) from 6 to 8 p.m. Both sessions include dinner and Board members are welcome to attend. All sessions will be video taped.

Vicki moved to adjourn the meeting and Frank seconded the motion which passed unanimously. The meeting was adjourned.