

Visitor & Convention Bureau
Grand Junction, CO

September 17, 1991
3:30 p.m.
Chamber Building

**MINUTES
of the
BOARD OF DIRECTORS**

PRESIDING: Juli Cogdill

MEMBERS PRESENT: Cindy George, Frank Bering, Tom Ralser, Paul Nelson, Dennis Wagner

STAFF PRESENT: Debbie Kovalik, Barbara Bowman, Judy Manning, Irene Carlow

GUESTS PRESENT: Jody Kole, Cindy Sherrill, Karen Berryman, Char Hinz

MINUTES OF THE AUGUST 13, 1991 MEETING: Frank Bering moved the minutes be approved; Cindy George seconded; approved unanimously.

COMMITTEE REPORTS

Site Selection: The Committee has had additional discussions with The Prudential Monument Realty, and has some additional questions on extra space for the Visitor Center. Representatives of Burger King have submitted a written proposal. The Director also advised the Board that there is another interested party, but consideration of the property may not be possible under the current RFP. After a discussion of the substantive changes in proposals and the information before the Committee, it was decided that the entire Board, rather than just the Committee members, will review the proposals.

Additionally, the Board decided all members should participate in reviewing the proposals for administrative office space. Dennis Wagner abstains from participating in the office selection because of his conflict as a Chamber Board member. He also abstains from discussions concerning the Visitor Center because of a potential conflict of interest involving the interested party the Director mentioned.

The Board will meet at the VCB office at 3:30 Monday, September 23 to visit the proposed office sites as well as the Visitor Center. Staff will arrange to have a City van available for the tour.

BOARD ITEMS

Budget: Immediately before this meeting, the Director and the Board discussed the budget detail. Frank Bering moved to recommend

that City Council adopt the 1991 revised budget and the 1992 budget as written. Cindy George seconded; passed unanimously.

Tashiro Contract: (Linda Hill left the meeting for the duration of this discussion.) The Director presented her proposal for Tashiro's 1992 contract. A discussion of the elements of the contract followed. Frank Bering moved to recommend to City Council that Tashiro Marketing & Advertising be retained as the VCB's advertising agency for the period September 1, 1991 to August 31, 1992, to include a monthly retainer fee of \$2,600. The retainer and net fees will not exceed 25% of the total contract. Cindy George seconded; passed unanimously.

Linda Hill discussed the Free-for-Fall promotion that six hotels are participating in. Copies of ads were presented.

STAFF REPORTS

Barbara Bowman gave an update on group activities. Economic impact data is being compiled; preliminary figures from the Elks convention show \$12,000 income to Two Rivers alone. Barbara also detailed her efforts in working with Amtrak and Anschutz to bring groups to Grand Junction. We will host 15 national travel writers for the Grand Circle fam on October 15.

The Director reported that the Affordable Meetings trade show was very successful and we have over 200 leads, all qualified meeting planners.

Judy Manning reviewed Visitor Center statistics, noting that the total number of volunteer hours during August was 633. Retail sales were also at their highest level this month.

NEW BUSINESS

Julie Wright addressed the Board on behalf of the Grand Junction Arts Commission. Ms. Wright wanted to make the Board aware of the Commission's mission; discussed producing a calendar of cultural events; stated that the Commission is applying for grants to supplement the \$7,500 already received from the State. At this stage, the Commission is only requesting input from the Board. The Board voiced its support for the Commission and looks forward to working together.

OTHER NEW BUSINESS

The VCB annual meeting breakfast will be held at 7:00 a.m. Wednesday, November 13.

Letters of interest to fill the Board vacancy are due in the City Clerk's office by September 20.

Cindy George moved the meeting adjourn; Frank Bering seconded. There being no further business, the meeting was adjourned.