

Visitor & Convention Bureau  
Grand Junction, CO

March 12, 1991  
3:30 p.m.  
Chamber Building

MINUTES  
of the  
BOARD OF DIRECTORS

PRESIDING: Julie Cogdill, Vice Chair

MEMBERS PRESENT: Frank W. Bering, Vicki Felmlee, Thomas Ralser, Cindy George

STAFF PRESENT: Judy Manning, Barbara Bowman, Debbie Kovalik

GUESTS PRESENT: Jan Matticks, Chamber of Commerce, Dave Davis, Western Colorado Center for the Arts, Linda Hill, Tashiro Marketing

MINUTES OF THE FEBRUARY 12, 1991: With no additions or deletions Bering moved for approval of the minutes. Seconded by Felmlee. Motion approved.

MINUTES OF THE FEBRUARY 15 SPECIAL MEETING: Bering moved to approve the minutes as distributed. Seconded by Felmlee. Motion passed.

COMMITTEE REPORTS:

Tour-Around Colorado: Scheduled for June 21-23. Tom Ralser and Frank Bering will be attending. Judy Manning will also determine if any volunteers might be available to assist.

Special Events: A meeting was held last week, with committee currently working on format for special events. Holding a meeting again next week, Tuesday, March 19, 3:00 p.m. at Gladstones. Topics to be covered are the economic impact of an event, duration of events, uniqueness, etc. Monies donated would be for not-for-profit events.

Should the board make recommendation for funding of special events, it would then go to the City Council for approval and setting of policy. A proposal will be made at the April board meeting.

Hospitality: April 15th has been scheduled for grand opening day and presenting theme. Had hoped to be ready for St.

Patrick's Day parade but promotion items will not yet be in place. Items are currently being produced.

Marketing Exchange: Following the marketing exchange a summary of group questions and responses was compiled. The importance of further meetings and use of compiled data was emphasized for networking purposes.

TRADE SHOW BOOTH POLICY: A Trade Show Booth Use Policy was presented for review. Following discussion Cindy George moved that the Use Policy be accepted with a change made to Item #3 to include "non-profit groups to be waived the use fee." Motion seconded by Frank Bering. Motion passed.

PRESENTATION BY DAVE DAVIS: Mr. Davis presented an idea regarding producing posters of area attractions or images of Grand Junction for sale to tourists and visitors to the area. It was suggested that nine posters be produced in order to have a good selection to choose from. It was also suggested that the posters be placed in racks that could be flipped through at prominent points in the area. It was agreed this would be on the agenda at the retreat. Julie thanked Mr. Davis for his time with the board.

POW WOW: Discussion was held as to whether the VCB should contribute \$5,000 for Grand Junction to be included in a video being prepared for Pow Wow. Frank Bering moved that \$5,000 be given as donation for the video production. Cindy George seconded the motion. A question was raised as to whether this would be considered advertising or special event and whether it was in the budget. Board consensus indicated that it was a direct marketing expense. Debbie indicated the money would come from the contingency fund. The Colorado Tourism Board has control over the footage however Debbie does have the option to view footage. Three members voted for the motion and two against.

#### STAFF REPORTS:

Visitor Center: Judy Manning presented the statistics for February. Also indicated that the volunteers had finished the training for "Colorado Loves Company."

Group Sales: Barbara Bowman gave an update on the group sales, new group leads and groups serviced.

Lodging Tax Revenue Update: Debbie reported on lodging tax revenue. A total of \$365,255.20 was collected for 1990.

Indications are that revenue will be higher in 1991. January collections are up 4% over '90 collections.

OTHER BUSINESS: Tom Ralser suggested there should be a board liaison for the Visitor Information Center because board involvement is committee oriented. Felmlee agreed this was a good idea. This will be on next agenda for discussion.

Jan Ertl addressed the consideration of buying a new visitor center on Horizon Drive. There is no proposal in existence. There is a lease through 1992. The VIC has no bathrooms - board has identified improving this situation. Board has looked at other lease options, and will continue to look at many options.

Focus group information will be sent for Board review when completed.

With no further business Ralser moved that the meeting be adjourned. Seconded by Frank Bering.