



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 BOARD MEETING MINUTES

THURSDAY, FEBRUARY 22, 1990

ATTENDEES: Julie Henrikson, Frank Bering, Connor Shephard, Debbie Kovalik, Vicki Felmlee, Tom Ralser, Dan Sullivan, & Drew Munro, Sentinel.

ABSENT: Don Bramer, Rags Ragsdale

A motion was made by Julie Henrikson, acting chairperson, to approve the minutes of the Thursday, February 22, 1990 minutes. The motion was seconded by Dan Sullivan.

DIRECTOR'S REPORT

Debbie asked for a committment from any board members who would be attending the Colorado Tourism Board's Annual Symposium to be held April 10th and 11th. Those attending will be Conner Shepard, Dan Sullivan, & Frank Bering. Vicki Felmlee & Don Bramer will let Debbie know the first of next week if they are going. Debbie will be driving and leaving on Monday afternoon, board members that want to ride along should let her know.

A brochure update was presented to the board. A shortage was noted. Supplies will be tight until the new brochure is delivered May 1, 1990. The board suggested holding phone requests for brochures as the supply allows.

Current visitor count statistics were reviewed. The Chamber has an historical visitors count the Bureau can use that up to this point has been manually translated. A new computer system will begin this month. New catagories have been added that will better track tourist information such as when they are coming, where they are calling from, where they got the 1-800 number and what other information could they use.

Brochure content & design was discussed. Please see the attached content form which includes additions made during the board meeting. Board members felt the design should include lots of color, information and photographs. Debbie noted that there will be a calendar of events, two maps, a lodging graph and information on area attractions as well as copy on the many varied recreational opportunities.

Board minutes cont.

Layouts for the brochure will be done and presented in rough form, two or three sketches, to the board. The bids are still coming in and the board will be notified when the bids are available to review.

There was some discussion on photography currently available for use in brochures. It was noted that some photos may be outdated and or need review, enough photography does exist locally to obtain the photos needed.

A review of the 1990 National Advertising schedule was presented by Debbie. Samples were shown. In the board packet, changes were noted that were made to the original presentation in February. Some publications were not available and could not be purchased. The board concurred on the additions and recommended staff proceed with purchasing the ads.

Debbie presented the timelines for sending out a request for proposal to hire an agency to represent the City of Grand Junction. After staff reviews the initial bids, they will recommend three to five agencies be reviewed by the Board. The board agreed to meet on April 18, at approximately 1:00 p.m. to begin the agency presentations. Each would last at least 45 minutes. At the conclusion of the presentations, the board will deliberate to select an agency and pass that recommendation on to city council for their approval at the May 2, council meeting. Debbie will arrange for the room.

NEW BUSINESS

An invitation was extended to the board members to attend a coffee & donut get together with the VCB volunteers on Tuesday, March 13. The purpose of this is to introduce staff and board members to the volunteers and explain what the bureau is and what new programs will be undertaken.

OLD BUSINESS

Julie Henrikson, chairperson, brought up the business of the Friendly Native Campaign. The board unanimously agreed to postpone the discussion until Don Bramer returns with his report on it.

The next VCB board meeting will be 3:30 p.m., Thursday, March 22, at the Chamber's upstairs conference room.

Vicki Felmlee motioned to adjourn the meeting. Connor Shephard seconded the motion.

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.