



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, JUNE 5, 1990

ATTENDEES: Vicki Felmlee, Tom Ralser, Dave Cochran - KNEWS & KJOY, Don Bramer, Earl Payne, Juli Henrikson, Frank Bering, Debbie Kovalik, Kathy Voth, Dan Sullivan, Jay Cozza - Tour of the Moon, Ted Munkres, Drew Munro - The Daily Sentinel.

ABSENT: Conner Shepherd

A motion was made by Frank Bering and seconded by Vicki Felmlee to accept the minutes of the May 25th meeting.

Vicki Felmlee provided an update of the plans and budget for the Tour-Around Colorado Expo. In addition to those prizes noted on the report, Wiggies will be donating sporting goods, the city will donate a golf lesson, and Thrifty will donate use of a convertible for a weekend.

Juli Henrikson made a motion to budget \$300 for the purchase of a mountain bike to be given away at Tour-Around. Frank Bering seconded the motion which was passed unanimously. On behalf of the board, Frank Bering thanked Vicki for all her work on organizing Tour-Around.

Jay Cozza presented a request for a host contribution of \$7500 from the Visitor and Convention Bureau to support the 1990 Tour of the Moon Cycling Classic scheduled for August 23-26. He would like this to be an annual donation which he plans to use to offset law enforcement costs for the event. Don Bramer requested that Mr. Cozza send a spreadsheet detailing how the \$30,000 budgeted for the event will be spent.

Discussion followed regarding previously set board policy which requires all funds to be spent on advertising and marketing of the area and prohibits sponsoring events. Dan Sullivan made a motion to table consideration of the request until a future meeting. The motion was seconded by Juli Henrikson and passed unanimously.

Ted Munkres presented information he has gathered on possible avenues for providing public transportation from Horizon Drive to Downtown and the Mesa Mall. He has spoken with Powderhorn regarding use of one of their buses. Cost for operation of a bus traveling a loop from Walker Field to Downtown and then to Mesa Mall four times a day would be roughly \$1800 per month. Don Bramer suggested that Mr. Munkres discuss funding with the Downtown Development Association, Mesa Mall, and the hotels that would benefit from this transportation system. Mr. Munkres can be

reached at 2693 East Carmel Court, Grand Junction, CO 81506, (303)241-6655 with any other suggestions on public transportation.

DIRECTOR'S REPORT

Negotiations with two radio stations were successfully completed and the schedules set. KXLT, the sponsor of the ABC Expo and Tour-Around, will be running an 8 week schedule of 13 spots per week as well as 8 weeks of 13 spots per week on their sister station, KRZN. They will also be promoting Grand Junction with two giveaways of weekends for two, and will be sending their morning personalities to Grand Junction to provide news and special interest coverage. KOSI-FM will be providing a 9 week schedule, news coverage, and 2 weeks of special promotions and giveaways in their "101 Days of Summer" promotion.

City council is considering an amendment to the contract with the Chamber to increase the half-time clerical position to full time with an increase in duties and pay.

The pre-bid conference went very well and was attended by six of the eight invited agencies. Many technical questions were asked. The agencies complimented the VCB on the new brochure and on the ad in the Rocky Mountain News.

NEW BUSINESS

The next meeting is scheduled for June 19, 1990 at 3:30 p.m at the Chamber offices.

Don Bramer stopped by the Denver VCB booth at Stapleton Airport to check on our brochures. They still have our old brochures and staff will send them some new replacements.

Vicki Felmlee moved to adjourn the meeting. Juli Henrikson seconded the motion and the meeting was adjourned.