

Tourism Board Minutes  
February 14, 2017

Present: Bob Weisenbach, Brent Bruser, Jax Bubis, Donna Hood, Rene Smith, Greg Smith

Visitors: Angie Arteburn

The meeting was called to order by Chairman Weisenbach. Following the Pledge of Allegiance, the board unanimously accepted the minutes of the January meeting.

With the absence of Brian Cline, Brent Bruser suggested that, in the future, the board use the financials from the Financial office of the County. Dawna Hobby brought copies of those reports and there was discussion of the budget.

Regarding grants, Dawna Hobby reminded the board that any grants must be pre-approved by the county commissioners and there can be problems with grants and Tabor.

Brent Bruser, for the record, stated that he and Greg Smith are both involved in the Wet Mountain Western Pilgrimage.

The Website Committee reported on a meeting they put together with CART, CCEDC, and the Chamber of commerce to explore ways that the four entities can work together and not reinvent the wheel. Topics discussed were:

- The community calendar
- Possibility of using the same template for websites for continuity
- The opportunity to rebrand ourselves
- A virtual motel system

The board agreed that the Tourism Board should be the keeper of the calendar.

The discussion then revolved around how the Tourism board can encourage more compliance with the bed tax. Greg Smith volunteered to draft a letter to send to non-compliant entities. It was agreed that the carrot for these entities would be inclusion in the tourism website.

Greg Smith suggested that the social media person should be homegrown. Will discuss more at workshop on Thursday.

Jax Bubis will send website credentials to Greg Smith so he can peruse the back end of the website.

There was a short discussion on our target market. Brent Bruser suggested that NPR radio was a good advertising venue.

The board was updated on the airport banner and Bourbon Street Productions. All contracts are paid and done.

A brief discussion on better maps for ATV users. Donna Hood suggested that we work with the CCEDC since they are working on trails mapping.

Under New Business, Brian Cline has tendered his resignation from the board. Brent will act as interim treasurer. Brent reminded the board that the by-laws state that the position of treasurer has historically been filled by the secretary.

Bob Weisenbach will talk to a few people about the open board position. Brent Bruser recommended that the seat be filled with an ex-officio member. Atterburn reminded the board that there should be someone on the board from both the local businesses and from the hospitality industry.

Brent Bruser made the motion to adjourn. Seconded by Jax Bubis. The meeting adjourned at 10:50.