

Tourism Board Minutes  
March 14, 2017

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

Donna reported that she was approached by Mattie Burt (a local real estate agent) who was concerned about the banner at the airport being taken down. Donna filled her in on the board's reasons for doing so.

Brent reported on the Miles webinar.

- Words and messaging – fun/relaxing/exciting
- When planning a trip, visitors to websites want cost information – “affordable”
- Food experiences are a great draw
- People learn about destinations: in person, online, print – movie theater trailers only 7%
- Inspirational content connecting with visitor's emotions

(Note: Slides can be downloaded here: <http://budurl.com/SATSDestinations17>)

Brent asked Dawna Hobby to attend to bring us up to date on the current financials. The idea of putting in a supplemental budget of \$30K (currently it is \$20,100) was discussed. That will be an agenda item at the next meeting.

Reviewed the printables with Angie Arteburn. The only piece that needs printing at this time is the ATV map. She will send a draft of this map to the Board prior to next meeting for our input and possible approval at that April meeting. Donna, per county policy, requested that Angie provide 3 bids for the printing. Brent requested that Angie put together a list of collateral materials that we have on hand as well as where these materials are sent.

Greg Smith has replaced Brian Cline as a voting member of the Tourism Board.

The RFP for the website upgrade was discussed. The draft rfp had three options, a \$5K, a \$10K and a \$1200/month for two years option. After consideration, a motion was made by Jackie, seconded by Donna that the RFP we send out contain only option 3 (\$1200/month for two years) for creation and maintenance of the website. Motion passed unanimously.

Greg will finalize the RFP, send it to county attorney Clint Smith for his input, then send it out to the Board for final approval. Ideally, it will be sent out quickly enough that we can consider proposals at the April meeting

There was a short discussion on signage at the gateways to the county.

Angie Arteburn brought an item from the Colorado Tourism Office for submitting travel itineraries prepared by various tourism boards that will be put on the CTO website. She will send the information out to the Board.

The meeting was adjourned at 11:03.

Next meeting April 11<sup>th</sup>, 9am, Commissioners meeting room