

Tourism Board Minutes
April 11, 2017

Present: Bob Weisenbach, Brent Bruser (by phone), 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 March meeting.

There were no new member reports.

Greg Smith presented the latest version of the RFP for the website overhaul. He had to tweak some of the numbers because of timing. There followed a discussion of what sort of firms would have the skills and experience to handle our project. We will all make recommendations, if we have them, for web firms to Greg so he can send out RFP's. Our goal is to make our decision on bids no later than May 31st and our hope is to have at least a rudimentary overhaul to the site by the end of July. Greg will take care of putting the RFP in both newspapers.

Greg Smith suggested that, once the website is overhauled – we put a similar amount of money into an employee to keep the site lively and up to date.

Brent Bruser went on the record thanking Greg for his time and effort on this RFP project. There was unanimous agreement.

Bob Weisenbach reviewed the YTD financials briefly.

Bob Weisenbach brought information on the Southern Colorado Tourism Summit to be held in mid-May in La Junta. After extensive discussion, Bob made the motion to expend \$400 to defray costs of two tourism board members to attend this summit. Greg seconded the motion. Further discussion produced an amended motion made by Bob to up the amount to \$800 and include three people from the board attending. Greg seconded the amended motion. The motion passed unanimously. Greg, Jax and Rene will be the three attendees for the entire summit. They will make their own registration and hotel reservations. Registration will be paid for by the Tourism Board and the remainder of the \$800 will be split up to pay a portion of travel expenses. Brent may attend on Thursday. Bob will attend on his own.

Angie Arteburn updated the Board on the ATV map/brochure. She presented roughly what the brochure will look like. She will have a concept emailed to the Board no later than the 25th of April for us to give input. The final version will be available to us for our May 9th meeting. She also presented bids she'd gathered for the brochure sized 11x17 and will gather 3 more bids for 12x18. Angie will also send the list of collateral materials to us that were requested in the March meeting.

Angie Arteburn also gave an update on the calendar.

The meeting adjourned at 10:45

Next meeting May 9th, 9am, Commissioners meeting room