

Tourism Board Minutes  
May 9, 2017

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

Visitors: Marilyn Stodola & Angie Arteburn

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

Brent will likely not be able to attend the SOS Tourism Summit.

Marilyn asked about the possibility of putting in for the 2017-18 Sector Partnership Consultative and Financial (Grant) Technical Assistance Program. It is offered by Colorado Workforce Development Council. This would be for social media support for the 4 counties. There would be a 25% match split 4 ways. The decision was made that she and Greg would put it together later today.

Greg reported that he only had 3 responses to the RFP. (Brenda corrected that to 4 responses.) After further discussion it was decided that we would extend the deadline to May 29<sup>th</sup>. Bob will get hold of Emma, who worked on the Durango site. A few others may want to submit as well. We scheduled a workshop for Tuesday, May 30<sup>th</sup> at 9am to go over proposals.

Discussed the mailing of Discover Guides – Bob sent out 50 guides each to 11 visitor/welcome centers along with bounce-back cards for when they need more.

Greg, Rene, and Jax will be attending the Southern Colorado Tourism Summit.

Board reviewed YTD expenses.

Brent brought up the CTO grant and brought information from the 2016 grant cycle. He is working to set up a roundtable meeting with all the organizations possibly interested in this grant for a meeting with Jill Lammers. Shooting for the week of June 19<sup>th</sup> or June 26<sup>th</sup>.

Angie Arteburn reviewed the OHV brochure that is in the works. Discussed the Blueprint 2.0 grant for branding. She will work on that grant and let Bob know if she needs assistance from Tourism. Permission was granted for her to use the Tourism Board's fishing and biking brochure pieces in the redo of the Resource/Visitor's Guide. She expressed interest in filling the open ex-officio seat on the Tourism Board. Bob recommended that she submit a letter of interest.

The meeting was adjourned at 10:50