

Tourism Board Minutes
June 13, 2017

Present: Bob Weisenbach, Donna Hood, Jax Bubis, Greg Smith, Rene Smith – Brent Bruser called in for report on Ride the Rockies and for RRP vote

Visitors: Angie Arteburn & Wilson Jarvis

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

Commissioner Hood informed the board of the policy regarding filling vacancies on our board. The interested person will have to submit a letter of interest and the board will be voted on in January 2018. In the meantime, any interested party can join on committees and come to meetings and give input.

Greg Smith reported on his talks with Ashley Sack from Fremont County. They are exploring the possibility of a Gravel Grinder bike race between Canon City and Westcliffe/Silver Cliff. The racers would ride to Custer County via Oak Creek Grade, then participate in a Star Party, spend the night, and ride back to Canon City via Copper Gulch Road. This race would tentatively be planned for the first or second week in October and begin in 2018.

The Board and visitors discussed how several of the local businesses “page” was deleted from the Tourism Board site. It is unclear how it happened but Angie graciously worked to get them back on the site. There are a few more updates that need to be made prior to the new website buildout. Angie and Rene will team up to work on those. Jackie will provide the admin password to Angie.

Brent called in from day 3 of Ride the Rockies and passed on that Westcliffe is still getting rave reviews for the “best finish line ever.” He also passed on his vote for the website builder.

After a report from the website committee, the Board voted unanimously to award the contract to VistaWorks out of Buena Vista. (Greg motion, Jackie second.) Greg will contact them and get the process started – and request they submit the formal contract for approval. He will also email the other firms to let them know they did not get the contract.

Greg reported that he made some good contacts at the Southern Colorado Tourism Conference.

Bob will reregister wow-colorado.com domain name.

The OEDIT Blueprint 2.0 branding grant was submitted.

The Board looked over the financials.

There is no formal meeting in July but the website committee will let the Bob know when VistaWorks can meet with us and a meeting will be scheduled as soon as possible.

The meeting was adjourned at 10:20