

**Custer County Tourism Board
Meeting Minutes October 17, 2017**

Meeting called to order at 9:02am.

All members present except Jax Bubis.
Angela Arterburn visitor.

Greg Smith reported on the recent trails meeting. Looking at condition and signage for trail north of town. In town trail has access issues which need to be resolved (right of way).

Brent Bruser reported that the Pilgrimage went well. Hoedown particularly well attended. Attendance seemed up, but hard to get actual count. He reported that the CCTB Mini Grant (\$500) had purchased 24 radio ads on KRCC audience reach is approximately 60,000 listeners up and down the Front Range, with an excellent demographic for this event.

Web site committee reported site is complete *in form*, but still requires lots of work. Greg Smith reported he had done a major edit, but still more to go. Pictures are particularly important now. Entire Board encouraged to look at site IN DETAIL, as soon as possible, and send add/correct ideas to Greg. The Committee will meet again before mid-November.

Considerable discussion followed about pictures. Quality and quantity both important. We have budget for working with professionals, but good armature photos also welcome.

The calendar was also an item for considerable discussion. Web committee would like EVERYONE to take a critical look and send ideas to Greg about pages which we don't need, and those we do. Also corrections to text, etc. Discussion followed about possibly using the "Cliffs Calendar", but it was clear that some problems existed with the platform re: multiple users, format. Follow-up in progress with Chamber and Cliffs.

Brent Bruser reported on 2018 Budget presentation to County Commissioners. Approved as presented, and previously reviewed by CCTB. Brent also distributed the TB September F/S. He reported all in order. Discussion followed and F/S approved as submitted.

Bruser also reported on the Branding process for the County. Supported by grant money, consultants will be here between March 1 and April 30. They will be helping us with development of concept, logo, tag lines, and more.

Brent recommended the Board approach the Chamber to determine their interest in partnering in a fee for service contract to provide admin support for website in the areas of contact response, business listing edits and updates, calendar postings and maintenance, and possibly social media. Historically relying on volunteer and Board admin support was problematic and resulted in poor level of maintenance. Discussion followed with Brent given approval to contact Wilson Jarvis concerning a possible partnership. There is \$4,500.00 in the 2018 budget for outsourcing this function.

Bruser suggested the TB allocate a portion of the collateral and print budget to run additional copies of the 2018 CART Discover Guide. Discussion followed. The Board agreed this was a good print piece that had county-wide Tourism value and the Board will address the budget item when the print schedule and decision deadline approaches in February, March, 2018. It was also noted the TB support for the Chamber's Visitor Center is an issue requiring future attention.

Angela Arterburn lead a discussion of the **Events Roundup** which will be ,held on November 14 @ Tony's Pizza. She gave a brief history of the roundup. The CCTB will meet at 4:00pm and will consider submissions for Mini-Grants. Angie, who has handled this event in the past for CCTB, will two ads in the body of the Tribune, and three in the classified section prior to the meeting. In addition, she will use the same email as in the past for the Roundup cctb.events@gmail.com and will work with Renee. Bruser moved, and Weisenbach seconded that we budget \$450.00 for the event.

Mini Grants will be required by November 14, and will be approved at the CCTB's December 12 meeting.

Meeting minutes done by
Chairman Bob Weisenbach
In the absence of Secretary
Jax Bubis