

Tourism Board Minutes
November 14, 2017 Tony's Pizza

Present: Bob Weisenbach, Jax Bubis, Greg Smith, and Brent Bruser.

Visitors: Angie Arteburn, Representatives from All Aboard Westcliffe, Wet Mountain Valley Saddle Club, Sangre Arts Guild, and Beckwith Ranch

The meeting was called to order by Chairman Weisenbach.

Member Reports: Greg updated the board on the calendars and on the website

Chairman Weisenbach suggested there might be a need for a special meeting to orient the new commissioner that will be the Tourism Board contact.

Brent Bruser made a motion to send a letter of appreciation to Mrs. Hood from the chairman. Greg 2nd the motion which passed unanimously.

In Old Business the board discussed the website. . The website still needs a great deal of copy written. Brent suggested that we're not getting corrections done in a timely manner. He made the motion to hire Greg Smith to do first run edits on a fee for service basis with a limit of \$2000 to complete the website. Bob 2nd the motion. In discussion Greg stated that he charges \$50/hour, that half is already done. He will work with established style standards. Greg abstained from the vote. The motion passed unanimously.

New Business

Brent presented the YTD Financial Report. Bob made the motion to approve, Greg 2nd. It passed unanimously.

The Board is in receipt of the 2018 mini grant proposals and will review later in the meeting.

CC Tourism did not get the CTO Grant. Apparently they wanted more objectives and deliverables. They interpreted our timeline wrong and we needed more specific measurable results.

Brent will put together an admin agreement with the Chamber of Commerce to include the calendar, contact response, and distribution of materials. The agreement will be on a month to month basis.

The Roundtable meeting is tomorrow. It is not open to the public. Only two voting tourism board members can attend due to Sunshine Law.

There was a discussion regarding the online calendar on the website. In the past after several roundtable meetings with the Chamber, CART, and other tourism entities, the understanding was that the tourism board would control the main calendar on their site. Apparently there has been push-back on this issue of late. It was suggested that we should have a workshop with Bryan (Vista Works) to iron out calendar issues.

Four entities presented Mini-grant applications: All Aboard Westcliffe, Wet Mountain Valley Saddle Club, Sangres Art Guild, and Beckwith Ranch. These applications will be reviewed and voted on in the December meeting.

The next meeting is December 12, at 9am in the Commissioners Room.