

Tourism Board Minutes
December 12, 2017

Present: Bob Weisenbach, Jay Printz, Jax Bubis, Greg Smith, Rene Smith and Brent Bruser.
Visitors: Angie Arteburn

The minutes for the November meeting were amended. Brent made a motion to approve the amended version. Greg 2nd the motion. The motion passed unanimously.

Bob gave Jay Printz an overview of the history and workings of the Tourism Board and gave him the bylaws and rules for the annual mini-grants. Brent joined in to welcome Jay and to give him further information. Jay asked about Air B&B's with regard to bed taxes. Bob, Brent and Greg answered his questions.

Brent presented the YTD financials. The good news is that bed taxes brought in over \$20K to the tourism fund in November. This figure will be verified. Brent made the motion to accept the financial report, Greg 2nd. The motion passed unanimously.

There will be a meeting of the Sector for Region 13 (Lake, Chaffee, Fremont and Custer counties) this Thursday.

Web Committee Report from Greg: The website was launched without clear branding. The work by DCI (which came after winning the branding grant) will begin March 1st and should be done by the end of April.

Further website issues:

- There remain some photos that are of questionable quality/content
- The Arts/Culture page has issues
- There are 78 photos on the site with no official license – (Greg's photos are given with permission through March 2018.)
- Photos need to be put in the body of articles
- There is content yet to be written
- Site needs to be promoted

Regarding picture licensing, Greg brought a draft proposal and model release for future consideration. Angie reminded the group that the tourism board already has one that has been approved by the county attorney. She will send that out. This item is tabled until January.

Regarding the calendar, Greg reported that the web committee decided to step back to the previous position and we will be posting the Cliff's calendar. They will also continue working with the trails initiative to get trail maps and graphics for the site.

Brent presented the letter of agreement between the Tourism Board and the Custer County Chamber of Commerce. The agreement includes \$1800 as an annual fee paid to the Chamber and \$20/hr to Rene Smith (see agreement for details.) Brent made a motion to accept this agreement as drafted, 2nd by Jax. After amending the motion to include "upon approval of the county attorney", the motion passed unanimously.

Board Appointments: Greg and Rene's terms expire at the end of the year. Both will submit letters of interest to stay on the board. Jax thought her term was up at the end of the year but Brenda Gaide's records indicate it does not expire until the end of 2018.

Brent made the motion, 2nd by Jax, to approve all 4 mini-grants received for \$500 each. The motion passed unanimously. (Jay Printz had to leave for a prior commitment and was not here for this vote.) Those mini-grants went to: All Aboard Westcliffe, Wet Mountain Valley Saddle Club, Sangres Art Guild, and Beckwith Ranch.

The Board had consensus on placing a \$600 ad in the local Discover guide with best placement.

Angie Arturburn expressed her thanks to Rene, Jax and Greg and apologized for her absence of late due to health issues.

Greg reported on the bicycle meeting held in Denver. There were 150-200 people there and it was worthwhile.

There is a trails initiative meeting at All Aboard Westcliffe on January 18th.

Brent made a motion to adjourn, 2nd by Jax. Passed unanimously.