

Custer County Tourism Board

Meeting Date/Time: Tuesday, January 16, 2018 9:00 a.m.

Meeting Location: Commissioners Meeting Room

AGENDA

1. Call to Order
2. Pledge of Allegiance
3. Roll Call\
4. Recognition of Visitors
5. Member Reports

New Business:

1. Brief Discussion of Meeting Protocol
2. Set dates for 2018 Meetings
 - Monthly meetings
 - Marketing & Strategic Plan Workshop
 - Lodging Tax Community Workshop
 - Community Stakeholder Workshop

Web Site Presentation

3. December/Full Year Financial Report
4. Discussion & Planning for Branding Study
5. CCTB & Chamber Relationship & Reports
6. Discussion of Photograph/Video Licensing
7. Discussion of Web Site & Social Media Analytics
8. Discussion of Trail Maps & Other Graphics
9. Discussion of Hiring Part Time Web Master
10. Other New Business

10 Set Time & place for next meeting

CUSTER COUNTY TOURISM BOARD
Meeting held in Commissioners Meeting Room

Meeting Minutes of January 16, 2018 - REVISED - APPROVED 6/12/18

Meeting called to order at 9:00am by Chairman, Bob Weisenbach.

Members Present: Bob Weisenbach, Brent Bruser, Greg Smith, Angela Arterburn, Rene Smith
Commissioner Jay Printz present via phone.

No visitors present.

Member Reports:

Rene Smith - She passed out Invitations to the CCTB members for the Meet & Greet held by the Custer County Chamber of Commerce on February 2, 5:00pm at the Backroom. Meet the NEW Chamber of Commerce and the Citizen of the Year. This is YOUR Chamber and it will only be as good as your participation provides.

Greg Smith - Working with the 4 County Sector group. Informed CCTB that a \$24,000 grant for the sector was granted through OEDIT and Custer County is the host with Marilyn and Charles handling the money. This was done through the Economic Development Corporation. WEB SITE: Vista Works from Buena Vista have fixed some items. He did a recorded session. He went over a review of work he has done. Suggested a camera be put up at Cliff Lanes, pointed at Horn Peak. It was stated that Cliff Lanes already has a camera. He suggested we might want to get a camera (approx. cost - \$1,000) to set up so it has a live feed to the web site. This is not an action item for today. If possible, get an estimate for February meeting. Also, see if CDOT would put up a camera in Hardscrabble. Question on available power a question. Greg asked if there were any questions regarding the Web info and writing Style for web he had emailed out.

Election Of Officers:

Brent made a motion for the following slate of officers:

Bob Weisenbach - Chairman

Brent Bruser - Vice-Chair/Treasurer

Angela Arterburn - Secretary

2nd by Greg Smith. Motion carried.

Brief Discussion or Meeting Protocol

Follow Roberts Rules of Order. The CCTB usually does not have many visitors. After discussion it was decided for future meetings - Public (if any) will be allowed to comment. The commissioners have adopted the same procedure.

Dates for 2018 CCTB Meetings:

Held 2nd Tuesday of month unless there is a conflict:

February 13, March 13, April 10, May 8, June 12, July and August - Workshops - will post when deemed necessary, September 11, October 16 (please note - 3rd Tuesday), November 13, December 11.

Workshops/Committees:

Marketing & Strategic Plan Workshop and Community Stakeholders Workshop will be held after the Branding Workshop. Angie stated that there are deadlines for some of the print material that is due before the branding workshop. She will bring info at February meeting. The Marketing Workshop will be held in May and the Strategic Plan Workshop held in June. Branding Workshop held due to a grant received and will be held in March and April. Regarding the Branding, Greg brought up the concept of a Survey which might be sent out to a few dozen people and a report done. Survey possibly done online. More on this later.

Lodging Tax Committee: After discussion, it was decided the CCTB needed to be proactive. Have a workshop with Lodging entities. Angie stated in the past the State came and talked. She felt Kelley Camper should also be included. Addresses needed for Air BnB and VBO. Angie will work on this list. Bob W and Brent B will chair this committee. The Lodging Tax & Tourism Summit is scheduled for March 20, 2018, 4pm at Ranchers Roost/Cliff Lanes. Angie suggested we might possibly include the outlying counties as was done in the past.

Web site Presentation to community to be done in Fall, date TBT.

Greg asked if Rene could check on Constant Contact for future eblasts, etc. and get back to the CCTB.

December/Full Year Financial Report:

Brent presented the report. CCTB has \$65,271.76 in now. \$30,000 has been budgeted for Marketing for 2018. We will have built a good reserve. If needed, we can amend the budget mid-year. No action needed.

CCTB & Chamber Relationship & Report:

Rene, on behalf of the Chamber, will submit a monthly statement to Dawna Hobby for payment. Brent had previously emailed out the schedule of dates invoice due. Rene will put on her 'Chamber Hat', and report to the CCTB what was done monthly.

Photography/Video Licensing

Greg stated that most of the photos on the Web were his and were up until March. The web committee will come back with a plan. Angie will email the Permission to Use form that the CCTB has used and was approved by the county attorney. The Web committee will go over it and give recommendations for changes. CCTB had approved up to \$2,000 be paid for photos. Suggested that if a photographer wanted payment, maybe pay for one and get three photos.

After discussion, a motion was made by Bob W to put the word out to the public for photos. Angie 2nd. Motion carried with Greg abstaining. If the submitted photo does not meet the CCTB criteria, we would not use it. Bob stated it was good PR to use local photos for web site.

Social Media:

Rene will do postings on the CCTB Facebook. She will also go on and check the settings. She has taken off the previous administrators (Cindy and Jax). Keep past posts on Facebook. Tells a history.

CCTB does not have instagram at this point. Further discussion on this at a later date.

Discussion of Hiring a Webmaster:

Greg stated a Webmaster would monitor the site. We paid Vista Works to design a Theme, create Engine, Design, Custom Coding, populate with content. Greg updated wording for content and edited to what we have to date. A motion by Bob W for the Web Committee would come back with a job description for a Web Master. Description and purpose. 2nd by Angie. Motion carried. Greg asked Jay, Bob and Angie to get back to the committee for any changes for the web page.

Trails For All:

Greg told about a meeting for Trails for All that is being held on January 30th at All Aboard. Trails for All includes all types of trails, biking, ATVing, Snowmobiling, Horseback, Hiking, Buggies, and more. Everyone encouraged to come and help with suggested trails for future maps.

Greg also stated there is a new Bike race in the works for 2019. It is called the Gravel Grinder Race and takes place in Fremont and Custer County. More later.

Print pieces/Inventory:

Even though a new logo will be designed, pieces still useful. They had been approved by Commissioners, Sheriff's Dept., Forestry, ATV group, Snow mobile group, Saddleclub, etc. Rene requested a jpeg of the map that was used on the print pieces. Also it can be used on the CCTB Web site. Angie stated that people like to see the 'whole picture' of a location, not just google. Greg will put on web site. Inventory of print pieces will be given in February.

PR Release:

Get changes to Greg. Angie stated that in addition to the 4 County Sector group which is mentioned, the SRCC region also needs to be mentioned. It consists of Custer, Fremont, Huerfano, Las Animas and Pueblo counties.

Motion to adjourn the meeting by Angie and 2nd by Brent. Meeting adjourned 11:37am.

Next CCTB meeting: February 13, 2018.

Respectfully submitted,

Angela Arterurn
CCTB Secretary