

## **Custer County Tourism Board**

Meeting Date/Time: Tuesday, February 13, 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. Review & Approval of January Minutes
2. Review of January Financials
3. Tourism Summit & Bed Tax Training Report
4. Web/Social Media Committee Report
5. Discussion of Discover Guide Ad
6. CCTB & Chamber Report
7. Strategic/Marketing Planning Meeting Date
8. Discussion of Hiring Part Time Web Master
9. Other New Business
10. Set Time & Place for Next Meeting

**CUSTER COUNTY TOURISM BOARD**  
**Meeting held in Commissioners Meeting Room - 9:00 AM**

**Meeting Minutes of February 13, 2018 - APPROVED June 12, 2018**

Pledge of Allegiance

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

**Members Present:** Bob Weisenbach, Brent Bruser, Greg Smith, Angela Arterburn, Rene Smith with Commissioner Jay Printz present via phone later in the meeting.

**Guests:** Charlie Ellison, Kit Tyler & Commissioner Tom Flower who came in later.

**MEMBER REPORTS:**

Greg – Has updated the Fishing Page and Sand Dunes pages on the website. He also gave a report on the Trails Workshop that was held. It drew a good crowd. They made some suggested changes to the Master Plan.

Rene - Representing Visitors Center - stated that they were more active for this time of year. She also said that the Discover Guide would be available the first of April.

On the Custer County Gov website, the CCTB needs to have more info. It needs to list CCTB Members and contact info with a link to the Tourism website. As it stands now, it goes directly to the Tourism website.

Angie: Calendar - stated that both Rene and Angie were making sure that the listing were more inclusive with contact info and description before posting.

**Review of January Financials by Brent:**

Beginning Balance: \$65,271 for month ending January 31, 2018.

The expenditures budget for 2018 is \$31,500.

\$2,100 credit, was re-deposited on Vista Works net credit of \$1,758.

Paid:

Chamber – \$269.00

Mini Grants – \$2,000.00 (This is from 2017 Budget for 2018 Events)

Closed out – \$64,4398.

Clarification that part of the monies paid in January were 2017 expenses.

Greg motion to approved, Angie 2nd. Motion carried to approve the Financial Report.

**Tourism Summit and Bed Tax Training:**

Brent: The CCTB will host 2 Training sessions this year. First one: Host Tourism Summit, Tues., March 27, with an over view of the website, Calendar, etc. Public will be invited, CART, CCMCC, Economic Development will Co-Host as well. It will be held at the Library Community room.

Question was, how can we make the Lodging venues comply and pay Lodging Tax. Angie stated that the VBO/ABB are now, as of last year, charging the Lodging Tax for Custer County. In the past, the CCTB forwarded over the Tax info/form to the Lodging Vendor and referred them to the State website regarding the payment of taxes. Guest, Commissioner Tom Flower stated that you can't legally make them pay.

### **WEB SOCIAL MEDIA COMMITTEE REPORT:**

Greg addressed how we move forward. We need to look at values and needs. Need to include photographic data as well. After discussion it was decided that photos presented can be up to 10 years old. They need to be 1600 pixels. Greg had a proposed 'Guidelines' for Photography on VisitCusterCounty.com along with a sample 'Permission to Use' form as well. Angie handed out the 'Permission to Use' form that the CCTB has used in the past. Greg will look at both and come up with a form to be approved by the County Attorney.

Motion made by Bob W to approve Greg finalizing the form with the County Attorney. 2nd by Brent B. Motion carried with Greg and Angie who both abstained due to possible conflict.

### **DISCOVER GUIDE - AD:**

Brent gave a report. It is \$600 for a Full page ad. They have already contracted with Jan Lee to do the ad. Ad is to direct people to come and visit Custer County and refer them over to the CCTB website: [visitcustercounty.com](http://visitcustercounty.com). Angie had given a couple suggestions for ad copy as well.

Rene will have someone from CART come to the next CCTB meeting, and have them explain how and where they distribute the Discover Guides.

### **CHAMBER REPORT:**

Rene – She is training with Jan. She is also handling the Business Directory. Angie will help her with updates. Rene is training with Brian of VistaWorks regarding the email and Social Media. She has cleaned up the CCTB Facebook site and updated posts. Both Brent and Rene see the activity on the site.

Rene stated that a Steve Gurochie(?) has moved to the Westcliffe area. He has over 100,000 followers. She would like to talk with him and maybe share some of the Posts.

Angie brought the info regarding advertising in the Colorado Country Life Magazine for April. The timing was not right for this issue. Concern going forward was there was basically no print advertising in 2017. Most of the budget was going to the web and Social Media. Print Marketing also needs to be included. It was stated that the monies received during 2017 represented the marketing that the CCTB had done in the past, which includes print advertising, various print material, videos, Facebook, Banner at CS Airport as well as the web. Now with a greatly upgraded website this should help keep the up-word trend of increased Lodging revenue. We need to also do print ads. There are advertising opportunities that are coming up that we need to consider and waiting until June or July for the original Marketing/Strategic meeting is too late. Bob agreed and stated we needed to do it soon, within the next 30 days. The Marketing/Strategic meeting should be held without the branding. That can be implemented at a later date when it is done. A date was set for Monday, March 19 at 10am - 2pm., Marketing Workshop. It will be held at Brent's home at 11 Granada Court. An Agenda needs to be posted for the meeting as this is an open meeting. Lunch will be available. Brent will check on a facilitator for the meeting. Purpose of workshop is to create a marketing plan. The meeting will be designed to see how we are going to disperse funds for 2018 through 2019.

### **SOCIAL MEDIA:**

Greg has approached VistaWorks to still help us. Greg thinks that they would be more helpful with social media. Told them we had a budget of 8 to 10K for this year. They presented to us: \$1,000 to help with marketing plan. 2nd they would applying for grants and would charge \$1,000. They offered to charge a monthly fee of \$324 to help with consultation for Facebook and hosting (3 hours a month). Formatting the posts. Update photo and track licensees. Brent stated that this fee would be for VistaWorks as a 3rd party with the CCTB.

Kit, with Westcliffe Inn (guest) stated that they had a company that does their Social Media for them and it works well.

Brent – fee is for service. Having a 3rd party with us. 3rd party for applying for grants. Anyone can post to date. We have a Proposal from VistaWorks.

Greg motioned to approve as stated by VistaWorks \$324 per month for the remaining 10 months of the year. Brent 2nd. Motion carried. Greg stated it does not need attorney to see. Brian with VistaWorks will be asked to attend our Marketing workshop. Purpose of workshop is to create a marketing plan and meeting is to see how we are going to disperse through 18 & 19.

We should be asking for a monthly report from VistaWorks.

Rene asked Greg if we were going to need email distribution list. he stated no for now.

**Web Editor Contract:**

Greg had previously emailed this out.

This is to focus 'On Content'. We are looking for someone to handle this aspect of the web. Greg has someone in mind. He stated we don't have to post it. They will be contracted through the County via the CCTB. It was moved by Greg that the web committee proceed with interviewing for a web editor and to hire at a cost of no more than \$500 a month. This would be effective March 13. Brent 2nd the motion. Motion carried

**UPCOMING SUMMIT:**

Angie stated that the upcoming SOCO Tourism Summit will be held in Pueblo, May 16 - 19th. Bob, Angie, Rene, Greg and Brent would like to go.

**KLZR Radio:**

Brent stated that the CCTB is doing an underwriting spot on KLZR radio for \$600. It will direct people to the website. Limited to 230 words. Tray – billboards, etc.

**CALENDAR:** It was questioned if the 'format' of the Calendar of Events could be changed as previously discussed November, 2017. Format similar to Leadville, [www.leadvilletwinlakes.com/calendar](http://www.leadvilletwinlakes.com/calendar). After discussion Greg stated that there would be no change in format of the Calendar, which is under CART.

**MINUTES:**

January Minutes – Angie will have a file with minutes on file at the Courthouse.

Changes in January minutes: Greg obtained under Description of Branding Change.

Brent will email over his changes to Angie in a few days. Minutes will be approved once corrections received.

Brent and Greg went on at great lengths to say that they wanted the minutes to be simpler. Most importantly done in a more timely matter, within 10 days of the CCTB meeting.

**OTHER:**

Per Greg, the Surveys regarding the new Branding need to be submitted to all businesses in town.

Greg stated that any changes to website that Angie would like to see, that she needed to talk to Brian from VistaWorks.

Action item by Mr. Tom Flower, Custer County Commissioner: Stated that there was House bill 18-1084 before the House. There are concerns of the expansion of the allowable uses of county lodging tax revenue. He will keep us posted as to the outcome. You can also go to: [leg.colorado.gov](http://leg.colorado.gov).

Mr. Flower also thought it might be a good option to see about a booth promoting Custer County at the Denver Western Stock Show in the future. Tom will let us know about the bill – 1084. House bill 10-18. [leg.colorado.gov](http://leg.colorado.gov).

Motion to adjourn the meeting by Bob W. and 2nd by Brent B. Meeting adjourned at 11:55am.

Next CCTB BOD Meeting is March 13, 9am.

Respectfully submitted,

Angela Arterburn  
Secretary - CCTB