

Custer County Tourism Board

Meeting Date/Time: Tuesday, March 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 of February Financials
2. Web/Social Media Committee Report
Approval of Web Editor Contract
3. Discussion of Discover Guide Ad and Distribution
Call in at 10:00 am by Jan Lee
4. CCTB & Chamber Report
5. Strategic/Marketing Planning Meeting
6. Progress of Branding Exercise
7. Tourism Summit & Bed Tax Training Report
8. Discussion of Bank Camera
9. Status of Minutes and Timely Publication
10. Other New Business
11. Additional Visitor Input If Any
12. Set Time & Place for Next Meeting

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

Meeting Minutes of March 13, 2018 - REVISED - APPROVED JUNE 12, 2018

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

Pledge of Allegiance

Members Present: Bob Weisenbach, Brent Bruser, Greg Smith, Angela Arterburn, Rene Smith, Commissioner Jay Printz present until 10:00am due to a meeting in Denver.

Guests: Commissioner Tom Flower (until 10:00am), Kathy Reis - CART Representative and Jan Lee (by phone) for about 20 minutes.

Member Reports:

Commissioner Jay Printz stated he would like to see more people here spending money.

Greg reported on CTB - Public Relations. He also stated the through the Branding process a Survey will be sent out for public input. He will get us a copy by Monday for us to review.

Angie - Questioned the listing of the Business Directory on the CCTB Website. Who do we allow. After some discussion, she will do research as to what other Tourism Boards are doing are doing and bring a report at our next meeting.

FINANCIAL REPORT

Given by Brent as provided by Dawna Hobby from the County.

Open: \$65,271.00. Closed at \$65,415.

\$31,500 Budget for 2018 for CCTB

Received \$3,562.53 in February which was Lodging Tax Revenue

Payments:

\$230 to Chamber

\$600 to KLZR

\$74.85 - Domain

\$1,000 - VistaWorks

Motion to approve Financial Report as presented by Brent, 2nd by Greg. Motion carried.

WEB/SOCIAL MEDIA:

Web Editor with Amy Moulton and CCTB discussed. Amy will work to keep the website up to date and do improvements as she sees fit. She will work 12 to 15 hours per month. If it goes over, she will let us know. Motion by Greg and 2nd by Angie to approve Web Editor Contract letter of agreement with County and Amy Moulton. Motion carried. Need to get contract finalized with VistaWorks.

Discover Guide Ad and Distribution

Call in at 9:55am by Jan Lee

Regarding the ad for the CCTB which will be placed in the Discover Guide, everyone liked the concept. Jay, Bob and Angie wanted to see winter represented in the ad as well, snow shoeing, etc. Photos need tweaking. Angie stated there were some good photo of the Beckwith that would highlight the heritage and the Sangres in the background. Jay wanted more mountains and it was stated that the ad needed to represent the Arts as well. Photos of Music and Shakespeare on ad were good.

The ad placement will be on the inside back cover. After discussion on quantity to print, it was decided 10,000 would be more than enough. This would allow CART and the CCTB plenty to distribute, per Kathy Reis. So as not to duplicate distribution efforts, CART will mail to Chamber of Commerces and the CCTB will mail to the Visitors Centers. The CCTB will place a letter inside the boxes, letting the Visitors Center, etc., know whom to contact for more Discover Guides.

Cost of printing: \$6,708.00 and \$2,810 to Jan for layout. The CCTB will have access to 2,000 of the Discover Guides for distribution. CART will let CCTB know of any additional costs (if any) is due, over the \$600 for the Full Page Ad. Discover Guides are at the printer now, per Greg and should be available toward the end of April.

CHAMBER REPORT:

Rene has been working on updating the Calendar and Business listings.

She also reported that there will be Public Restrooms in the future at The Bluff.

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Strategic/Marketing Planning Meeting

Meeting will be held next Monday, May 19th, 10 - 2pm at Brent Bruser's home. Brian from VistaWorks will be facilitating. An agenda is still to come. The goal is to do a 1 to 3 year Strategic/Marketing Plan. This is an open meeting and will be posted. Lunch will be available.

Process of Branding Exercise

For those in the audience, this was available through a Grant. This Grant was a joint venture between the CCTB and the Custer County Economic Development Corp. Greg, with the help of Angie and Charles worked on the Grant.

The Grant was awarded and now the State will be working with both entities to develop a 'Brand' and possibly a logo.

Greg stated that the 'Branding Exercise Committee' consisted of Wilson Jarvis, Cathy Snow, Greg Smith and Charles Bogle. This committee will work with the State organization, OEDIT and DCI.

A Survey is being developed so the group can get feedback from the community. They would like as broad a scope as possible. Greg is working on a press release. The Surveys will be available online as well as various businesses. Angie suggested giving the info to Rene for posting on the CCTB Facebook. The survey will be available for 2 weeks. Then the committee will be given 3 to 4 choices for a Tagline/Brand and then help in choosing the final Tagline.

The Custer County committee is responsible for the PR for this project.

Tourism Summit & Bed Tax Training Report

Bob and Brent are working on this program. It will be held Tuesday, March 27, at the Community Room of the Library. They are hoping for about 40 people. There will be a one hour long agenda, comprising of Bob with introductions, Greg with the web committee. Kelley Camper, Custer County Clerk and Recorder, will be present as well as Lu Ann Pyatt, Colorado State Dept of Revenue liaison, representing the State of Colorado Lodging Tax.

The CCTB can not enforce the Lodging Tax. This meeting is to help inform everyone of their responsibilities and where the Lodging Tax goes, once collected. There will be a Q & A session as well. A letter to the editor was being drafted for Bob's signature.

Bank Camera

Per Greg, it needs ownership. He talked with Wendy Rusk from the bank in December. They are excited about the project. There are several items that need to be worked out including a secure feed. Greg does not have the time to take this on at this time.

Status of Minutes and Timely Publication

February minutes were available as a hard copy at the March meeting. Angie had given Commissioner Printz a copy before he had to leave for his Denver appointment. Due to an unforeseen hectic February schedule, she had not emailed them out.

Brent and Greg said they would like to minutes to be condensed to possibly fit 2 pages as well as other ideas on how to take minutes, stating a tape recorder would help. Minutes needed to be emailed out within 5 to 10 days. Angie would look at the February minutes to see if she could condense down.

Review of January Minutes, no additional changes needed to be made per Greg and Brent. Further discussion ensued and a motion was never made to approve the Revised January minutes.

Motion made by Brent and 2nd by Angie to adjourn the meeting at 11:30am.

Next meeting is 9:00am on Tuesday, April 10th.

Respectfully submitted,

Angela Arterburn
CCTB Secretary