

**Custer County Tourism Board**  
Meeting at 9 a.m. Monday, May 14, 2018  
Commissioners Meeting Room

**AGENDA**

1. Call to order
2. Pledge of allegiance
3. Roll Call
4. Recognition of visitors
5. Public comment (limit 2 minutes)
6. Amendments to agenda
7. Approval of April Minutes
8. Member reports

**Old Business:**

1. Status of minutes for 2018
2. Distribution of *Discover Guide*
3. Update on county branding progress
4. Status of ROP ads for summer, fall
5. Review CTO referral program, prices
6. SOCO Tourism Summit: Who's attending, when, costs
7. Updates on website, social media from editor, Chamber of Commerce representative

**New Business:**

1. Review financials from April
2. Define "tourism-related" as it pertains to board membership
3. Review letters of interest for board opening
4. Reception to honor Bob Weisenbach, 4 to 5 p.m. May 23
5. Set time and place for next meeting

**Custer County Tourism Board Meeting**  
**Minutes for May 14, 2018**  
**Commissioners' Meeting Room**

Call to Order

Greg Smith Acting Chair, called the meeting to order at 9:00 a.m.

Pledge of Allegiance led by Greg

Roll Call: Present were Jay Printz, Greg Smith, Rene Smith, Angie Arterburn, and Brent Bruser.

Recognition of Visitors: Kit and Tina Tyler, Amy Moulton, and Tom Flower. There were no public comments.

Amendments to Agenda: none

Motion to Approve April Minutes previously sent via email. (BB/JP/pass) AA abstained.

Member Reports: Brent, Rene, and Jay had no reports.

**Angie** presented a mock up of a *Visitor Guide* ad for review and approval. Discussion followed with consensus that Angie integrate Board input and resubmit a revised ad to Greg Smith within three days, and email copies of the revised ad to the full board. Angie indicated her ad submission deadline is this week. Efforts will be made to comply. There was discussion and some confusion about the name of the two publications ads will be placed in. Angie indicated there was additional time to submit to *Country Life*.

**Angie:** Brought up her discussion with First State Bank concerning installation of a Tourism Board co-sponsored webcam. The Board had earlier asked Angie to take ownership over this initiative, which Greg had initiated, but due to time constraints he asked for board support. Angie agreed to handle this issue. Motion to defer action on this initiative until a later date. (BB/JP/pass) Angie abstained. This was not deemed to be a high priority. Also, the Board needs to review if this expenditure is a prohibited capital expense.

**Greg:** Attended a recent CTO workshop on a possible Region III Tourism Sector plan, which would tentatively include El Paso, Teller, Fremont, Pueblo, and Custer Counties. He will keep the Board apprised as this plan evolves across all of Colorado Counties. The target date for implementation is 2019. Greg also gave additional insight and information into the Training Video developed for the hospitality providers within our tourism sector. Discussion followed.

**OLD BUSINESS:**

1. Status of pending minutes. The February and March minutes will be reviewed for approval at the June meeting.
2. *Discover Guides*. The Tourism Board has taken delivery of 2000 copies of the *Discover Guide*. They are stored at the Visitor Center and Rene will coordinate mailing distribution and inventory control. Discussion followed. Board Members will assist as able in the delivery to area Visitor and Tourism locations.



3. Update on County branding progress. Greg gave a summary update on the OEDIT Blue Print 2.0 Grant. The full report should be presented to the Community in June or early July. A presentation will be made to the BOCC as well as to the Community.
4. Status of ROP ads for the summer and fall. No further Board action required as this was discussed in Angie's monthly reports.
5. Review of CTO referral program, for the fall. The Leads Program review will be deferred until the fall during our budget process. This highly recommended program came out of the Planning Retreat. Discussion followed.
6. SOCO Tourism Summit. Attending from the Tourism Board will be Greg, Angie, and Rene. Greg's registration fee was complimentary. Angie and Rene will commute daily to the three-day event, attending as their schedules permit. All will report at our June meeting.
7. Updates on website, social media, and Chamber news: A general discussion on each of these areas followed. Progress is being made. The Board and public visitors were encouraged to peruse the [visitcustercounty.com](http://visitcustercounty.com) site for the latest changes. Angie had questions regarding the Tourism Board's website. Greg suggested she be in touch with Amy directly. The two of them will meet.

#### NEW BUSINESS:

1. Review of F/S. Brent reviewed the January through April 2018 statements. Motion to approve statements. (BB/JP/Pass)
2. Define the words "tourism-related" as it pertains to Board membership. Greg will prepare a definition based on discussion with the whole Board and including input from Tom Flower, in response to the BOCC. A copy of Greg's summation and reply will be made a part of these minutes by reference.
3. Letters of Interest to join the Tourism Board. Two letters of interest have been received to date. Brenda Gaide will post the vacancy requesting letters of interest from the public. The Tourism Board is mandated to review and rank submissions with a recommendation to the BOCC. Our by-laws suggest a vacancy should be filled within 90 days of opening. The Tourism Board accepted Bob Weisenbach's resignation effective May, 2018. Motion to accept resignation (JP/BB/pass).
4. Reception honoring Bob Weisenbach for his many years of volunteer service to the Board and the local and state tourism industry will be held May 23<sup>rd</sup> from 4 – 5:00 p.m. at the home of Brent Bruser, 11 Granada Court. Public is invited.
5. Tourism Board's next meeting will be at 9:00 a.m., June 12<sup>th</sup> in The Commissioners' Meeting Room.

Meeting adjourned at 10:45 a.m.



Brent Bruser  
Secretary/Treasurer