

CUSTER COUNTY TOURISM BOARD

Monthly Meeting ~ Monday, September 17, 2018 10am ~ Commissioner's Room

Call to Order at 10:00am

Roll Call: Angela Arterburn, Charley Ellison, Deb Adams, Rene Smith

Visitors: Amy Moulton, Marlys Hartbauer, CC Tom Flower

Old Business

1. Amy shared a lengthy and detailed review of website and possible changes. Home page is lacking in appeal and user friendliness. Tourism Board on government site should have clear link to VisitCusterCounty.com site. Need teasers along right hand column. Focus more on attractions alongside events in summer. Reviewed site map and assigned sections to members. Amy made notes of discussion. She will send links to other county tourism sites for everyone to review for design consideration. Would like everyone to send their input on the top six biggest draws of Custer County.
2. Budget discussion continues. Charley created spreadsheet with coding notes for consistency. Working with \$50,000 budget for 2019 with core or baseline expense of \$25,000 ???. Remaining balance toward marketing plan 60/40 expenditures. (60% digital media/40% print media). Reserve should have a balance of \$30,000, currently \$39,000, so will apply funds to the 2019 budget, a work in progress for better clarification of expenses.
3. Marlys Hartbauer will be submitting her letter of interest.
4. Meeting with Vista Works will be scheduled for Thursday, September 27th at 10am.
5. Approval of September 11 & 15, 2018 minutes

Special Meeting ~ Thursday, September 27, 2018 10am ~ Commissioner's Room

Monthly Meeting ~ Tuesday, October 16, 2018 9am ~ Commissioner's Room

Adjourn at 12:25am

Respectively submitted,
Debbie Adams, Recording Secretary

Approved 9/27/2018