

# Custer County Tourism Board

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

Call to Order at 9:02 am

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

Excused absent: Marlys Hartbauer

Visitors: Peggi Collins, CC Tom Flower

Amendments to agenda: motion DA, 2nd CE to move item brand logo discussion to position #4.

Approved. Approval of September 27, 2018 minutes. Reviewed financials from September.

Received tourism tax of \$1207.02 for September.

- Rene gave a report on Visitor's Center. It's off season, now open Friday & Saturday 11am-3pm. Have 4 to 5 volunteers, could use more. Charley suggested the TB consider donating a few hours on Saturdays which are tough to fill. It's a good way to learn about the community. Need better signage from Main St to direct visitors to center. A FAQ sheet has been updated.
- Angie reported on visit with Jacob from Colorado Life magazine and showed him around town to encourage travel writers to visit. Committing to 1/2 page ad 3x, potential 4x if funds allow.

## New Business

1. Brief discussion of email protocol with request to reduce email correspondence. Document storage needs to be kept at county office as well as in the cloud for board access. Peggi is already working on bylaws revision. This issue was tabled.
2. Discussion of Instagram account. Motion (CE) 2nd (AA) for DA to charter the Instagram account to start developing some content, then propose its use as part of CCTB's marketing platform and expense. *Approved 3-0*
3. Motion (DA) 2nd (AA) to approve the 2019 Budget as presented with final approval by the BOCC in December. No discussion necessary. *Approved 3-0*
4. Motion (AA) 2nd (DA) to recommend Peggi Collins a board member for BOCC approval on 10/24. *Approved 3-0*. There is still interest from Jennifer Anderson and a few others.
5. Motion (CE) 2nd (DA) to accept the brand logo artwork without the tagline. Approval is contingent upon CCED authorizing CCTB to use brand artwork without tagline. Debate and discussion ensued. General consensus was that dropping that tagline affords greater flexibility in terms of marketing messaging. DA was chartered to gain permission from CCED to use of circular logo without the tagline. Members cited several benefits related to building strong working relationships with key stakeholders in the local community. *Approved 3-0*
6. Motion (DA) 2nd (AA) to approve expense of \$410 to reimburse CE for Governor's Conference in Denver. Suggest everyone review agenda to recommend workshops. CE to make an effort to attend sessions of interest to other members and present a report to board. *Approved 3-0*

11/13/18 Approved

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7. Motion (AA) 2nd (DA) to approve the contracts for VistaWorks and Lava Research as presented as of November 1st for VW and October 1st for Lava Research. Approval was for VistaWorks agreement to be one year term commencing November 1st and Lava Research to be month-to-month commencing October 1st, reflecting the increased tasks Amy has been assigned the past month or so. AA was authorized to sign contracts on behalf of the board. *Approved 3-0*
8. Brief discussion of the [westcliffe-colorado.com](http://westcliffe-colorado.com) website that ranks higher than tourism website. Debbie will make inquiry as an individual to determine course of action. Charley will do research into other domain names.
9. Motion (AA) 2nd (CE) to approve expenditure of \$600 for Discover the Cliffs ad. *Approved 3-0*
10. Discussion of *Colorado Life* ad commitment was discussed with contract to advertise with a half page ad three times. (May-June, July-August, Sept-Oct) but could not be approved without board seeing the contract. AA to send to all. CE recommend Angie request contract to specify CCTB has option to increase number of issues at the rate of the initial set of 3, due to discounted (2018) rates negotiated by AA. *Tabled.*
11. Discussion about Partner Grants. AA will send everyone the information regarding the parameters of receiving grant. Press release to be sent to newspaper to make sure everyone is given fair opportunity. Motion (CE) 2nd (AA) to have grant submissions at the Nov 12 meeting and to postpone the outreach until the spring, maybe March, to be better prepared. AA was authorized to continue event coordination independent of an outreach event previously referred to as the 'Event Round-Up.' *Approved 3-0.*
12. Angie recommended for Debbie to be in charge of submitting events to various calendars and work with [colorado.com](http://colorado.com), the state tourism site, to submit photos and events. Debbie will also research new publications to consider in future marketing ads.
13. Discussion about procedures for various tourism board tasks. Motion (DA) 2nd (CE) to gradually develop a Standard Operating Guide (SOG) to define process and procedures for the purpose of operational consistency and to enhance continuity. *Approved 3-0*

Monthly Meeting ~ Tuesday, November 12, 2018 4pm ~ Commissioner's Room or venue appropriate for the Partner Grant presentations.

Motion (CE) 2nd (DA) approved to Adjourn at 11:12 am

Respectively submitted,  
Debbie Adams, Recording Secretary

*11/13/18 Approved*