

Custer County Tourism Board

Monthly Board Meeting ~ Tuesday, November 13, 2018 4pm ~ Commissioner's Room

Call to Order at 4:03pm

Roll Call: A Arterburn, C Ellison, D Adams, M Hartbauer, P Collins, R Smith

Visitors: CC Jay Printz, Grant presenters-Joan Liebman, Elliot Jackson, Curt Gillespie

No Amendments to agenda

New Business - Grant Presentations

1. Joannie Liebman representing KLZR, Rock 'n Soul Jam June 8, 2019
2. Rene Smith representing Chamber of Commerce, Car Show July 6, 2019
3. Elliot Jackson representing Westcliffe Center for Performing Arts, Shakespeare in the Sangres, runs from June 14 through July 7, 2019
4. Curt Gillespie, representing Sangre Art Guild, Alla Prima Westcliffe, last weekend in September
5. Joannie Liebman representing Wet Mountain Weavers, Labor Day weekend

Other Business

1. Approval of 10/16/18 board minutes. Motion (PC) 2nd (DA). *Approved 5-0*
2. Financial Report from Charley. Received \$19,443.38 from bed tax. October expenses \$1825. Fund balance of \$65,271. He will update the 2019 budget with actual October-November "Actuals" for review at next meeting.
3. Angie reinforced that Brenda & Dawna do not work for tourism board. They would like to have two check signers which would be chairman and treasurer.
4. Angie brought up BOCC meeting and ownership of logo. A brief discussion led to the consensus that CCEDC's ownership of the brand logo does not change CCTB's decision in October to use the logo as a marketing tool. No action required or taken.
5. Rene reported that the Chamber Visitor's Center winter hours are Friday & Saturday from 11am-3pm. CCTB members are encouraged to help staff the Center, on Saturdays in particular. All TB Discover guides have been distributed.
6. Angie wanted it on record that it was in Amy's contract to initiate an Instagram account. Debbie created the account after reading the January 2018 minutes that talked about creating an Instagram account and took the initiative to create one. Both Amy and Bryan are admins on the Instagram account. At least two board members complemented Debbie for taking the initiative.
7. Peggi tabled the bylaws discussion but encouraged everyone to review the redline revision and send an email with any corrections WELL before the December 11 board meeting. Without having seen "Resolution 0707", Peggi could not offer advice on Article VII, paragraph E. Charley indicated that "0707" is most likely a CCBOC Resolution. Marlys offered to clarify in an upcoming meeting with Commissioner Flower.
8. Charley highlighted some points from the Tourism Conference noting applying for CRAFT 201 grant by April 1, 2019. He presented everyone with a full report as a handout to review.

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9. Angie brought up the Discover Guide ad, no artwork has been created. Motion (DA) 2nd (CE) to research a 3rd party graphic designer to create ads. Peggi clarified that board members may donate fee services. *Approved 5-0*. All ad proposals will be presented at the December board meeting.
10. Debbie reported on the results of VW boosting a Facebook post with over 1200 likes in a week. A panoramic video of the snow capped mountains was shared 80 times, with a reach over 17.5K and engagement of close to 800. Charley updated research on relative importance of domain names (e.g. with "Westcliffe" or "Silver Cliff" in URL). Conclusion is paid advertising is more effective than buying multiple domains to capture searches of towns in Custer County.
11. Discussion of expiring terms. Motion (CE) 2nd (MH) to recommend to renew term of D. Adams in January. *Approved 5-0*. Motion (CE) 2nd (MH) to recommend to renew term of A. Arterburn in January. *Not approved 2-3*. Action tabled at recommendation of Peggi to determine proper procedure for term renewals. P. Collins term was questioned whether it expires now or in three years. Board member terms need to be clarified because too many terms are ending at the end of 2018 given the rotating terms specified in CCTB Bylaws.

Monthly Meeting ~ Tuesday, December 11, 2018 9am ~ Commissioner's Room

Adjournment at 6:40pm

Respectively submitted,
Debbie Adams, Recording Secretary

Approval 12/13/18