

Custer County Tourism Board

Monthly Board Meeting ~ Thursday, December 13, 2018 9am ~ Commissioner's Room

Call to Order at 9:05am

Roll Call: A Arterburn, C Ellison, D Adams, P Collins, R Smith /NA Marlys Hartbauer

Visitors: CC Jay Printz, CC Tom Flower, Amy Mouton

Amendments to agenda

Approval of Minutes as amended. *Approve 4-0*

Reports

- Rene reported Visitor's Center will be open Saturday only come January until May. Not much traffic this time of year. Two welcome centers, Dinosaur and Stirling, have requested more Discover Guides that she will send.
- Angie brought up issue of people renting out rooms without paying lodging tax. Suggested a letter to editor to inform. It is not the responsibility of tourism board to enforce. Issue was discussed of how best to outreach to community to educate. Discussion tabled until new year.

Treasurer's Report Charley presented the November Summary as follows:

Beginning Balance	\$65,095
Net Receipts (after 5% CCTF)	+\$18,471
Disbursements	- \$ 1,370
Ending Balance as of 11/30/18	\$82,196

- Motion PC 2nd AA to authorize moving underspent FB ad budget from Sept-Nov to Google PPC ads, \$1000 maximum. *Approve 4-0*
- Review of revised budget by Charley. Motion AA 2nd DA to accept amended revised 2019 budget to be presented to the BOCC and Finance on January 31, 2019. *Approve 4-0*

Board Business

1. Discussion of Letter of Interest from Jenny Anderson. She will adjust her travel schedule to be in town for tourism meetings. Motion by DA, 2nd CE to approve appointment of Jenny Anderson to the tourism board. *Approve 4-0*
2. Reappointments do not have to resubmit letter of interest but submit email to Brenda confirming interest to serve on board. Emails have been sent by Debbie, Peggi and Rene. Motion PC 2nd CE to approve reappointment of D. Adams to tourism board. *Approve 4-0*
Motion DA 2nd CE to approve reappointment of P. Collins to tourism board. *Approve 4-0*
Motion DA 2nd CE to approve appointment of R. Smith as 2019 ex-officio. *Approve 4-0*
Motion CE 2nd PC to approve appointment of A. Arterburn as 2019 ex-officio. *Approve 4-0*
3. Board terms clarified as follows: C. Ellison serves through December 2019. D. Adams and P. Collins serve through December 2020. J. Anderson and fifth board member will serve a three year term through December 2021.
4. Letter of Resignation submitted by Marlys Hartbauer. Motion AA 2nd DA to accept letter of resignation. Discussion addressing her valid concerns. *Not approved 0-4*. Tom Flower expressed she was done. Charley will try to reach out to her before he leaves town.

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5. CC Tom Flower recommended a citizen in Wetmore, Bob Swanson, be contacted to serve as he expressed interest in serving community. D. Adams will follow up. New owner of Sangre Decor, Carla Miller, was suggested. Angie to follow up.

Current Business

6. Visitors Survey reviewed and corrected. Motion DA 2nd PC to approve printing of 1000 (2000 total) on heavy weight paper. DA will get quote from local Crestone Graphics. AA will also submit a bid and offered to bind in pads of 20. *Approve 4-0*
7. Motion AA 2nd CE to increase Partner Grant 2019 budget to \$3000. Grant is specifically to be used for advertising outside the county. *Approve 4-0* Partner Grant process will be put in writing by AA.
8. Motion AA 2nd DA to approve four \$500 grants in 2019 to: KLZR, Rock 'n Soul Jam June 8; Chamber of Commerce Car Show July 6; Westcliffe Center for Performing Arts Shakespeare in the Sangres, June 14 through July 7; Wet Mountain Weavers Labor Day weekend. *Approve 4-0* Motion PC 2nd CE to approve \$500 grant to Alla Prima Westcliffe last weekend in September. *Approve 3-0. AA abstained.*
9. Discussion of VistaWorks contract and invoices. Another check lost in mail since end of September. Stop payment process needs to be done before issuing another check. DA can hand deliver payment in Buena Vista on January 10.
10. Bylaws reviewed. Peggi will update document with changes. Motion AA 2nd CE to approve amended bylaws as proposed by PC to be presented to BOCC on January 8. *Approve 4-0*
11. Skype discussion with Bryan at VistaWorks regarding Google ad words and Facebook.
12. Discussion about the brand logo. Did not get permission from EDC to use artwork without tagline "*Dark skies. Bright opportunities.*" D Adams expressed how it is an appropriate logo to use on Facebook and Instagram as it fits format and message for Visit Custer County. Amy and Debbie want to incorporate it in monthly e-newsletter. Angie stated Marilyn Hennessy has expressed interest to design a tourism brand logo in future. Motion DA 2nd CE to use brand logo with tagline where appropriate. *Approve 4-0*

New Business

13. Amy encouraged everyone to review the updated organizational structure of the website to discuss in more detail in January.
14. D Adams provided info about creating a MailChimp account for monthly e-newsletter, cost of \$10 a month. Motion PC 2nd AA to create MailChimp account. *Approve 4-0*
15. AA presented ad artwork for Discover the Cliffs guide. DA showed ad design developed by Miller's using Westcliffe mural with tagline, *Come for the mountains. Stay for the stars.* Motion AA 2nd PC to use Westcliffe ad with minor adjustment of letters. Final proof will be sent via email for approval. *Approve 4-0* Motion AA 2nd DA to approve expenditure of up to \$150 for ad design. Check cut in January. *Approve 4-0*

Monthly Meeting ~ Wednesday, January 9, 2019 9am ~ Commissioner's Room

Adjournment at 12:55 pm

Respectively submitted,

Debbie Adams, Recording Secretary

Approval 1/9/2019