

CUSTER COUNTY TOURISM BOARD

Wednesday, January 9th, 2019

9AM - Commissioners Room

MINUTES - (Approved 2/12/19)

Meeting called to order by Interim Chair - Angela Arterburn at 9am.

Pledge of Allegiance

Roll Call: Deb Adams, Peggi Collins, Angela Arterburn, Jenny Anderson, Rene Smith. Charley Ellison present by phone.

Recognition of Visitors: Bob Swanson of Wetmore. He had sent in Letter of Interest for being on the CCTB and was invited to come. Commissioners Jay Printz and Tom Flower. Bryan Jordan of Vista Works and Amy Moulton of Lava Research, both are here to give updates regarding the work they are doing for the CCTB.

Public Comments: Introductions were done as there were several new people.

Amendment to Agenda: Setting of 2019 CCTB Schedule and acceptance of Marlys Hartbauer's resignation were added.

CCTB Board for 2019 per approval of the Commissioners: Deb Adams, Peggi Collins, Charley Ellison, Jenny Anderson and Angela Arterburn. Rene Smith is Ex-Officio.

Approval of Minutes: There were a couple of minor changes to the December Minutes. Angie made a motion to approve the December minutes as amended. Peggi 2nd. No further discussion. Motion carried. (5/0).

Election of 2019 CCTB Board of Officers: Deb Adams make a motion for the following: Deb Adams, Chair, Jenny Anderson - Vice-Chair, Charley Ellison - Treasurer, Angela Arterburn - Secretary. Angie 2nd. No further discussion. Motion carried. (5/0). At this time, the new Chair, Deb Adams took over the meeting. Jenny was welcomed to the CCTB.

New Member: Bob Swanson introduced himself and gave the CCTB a review of his experience, which includes owning two businesses which develop audio and video products for business, entertainment, and fund raising as well as his work with various corporate industries. After discussion, Deb made a motion and 2nd by Angie to approve Bob Swanson as a ex-officio member for the CCTB. No further discussion. Motion carried. (5/0). The next step is for the Commissioner's to approve him. Commissioner Printz had Brenda add this to the next Commissioners Meeting on the 23rd of January.

CCTB 2019 Meeting Schedule: CCTB meetings are held the 2nd Tuesday of the Month, except for October, which is the 3rd Tuesday of the month. Dates are as follows: February 12, March 12, April 9, May 14, June 11, July 9, August 13, September 10, October 15, November 12 and December 10.

REPORTS:

Financial Report - Will be reported in February per Charley. A revised CCTB Budget for the 2019 year will be presented to the Commissioner's on January 31, for approval.

Social Media & Vista Works: Bryan from Vista Works was present and gave a review of what was done for December. Amy Moulton handed out a print out for review. He stated he has a close relationship with the CTO (Colorado Tourism Office) He works closely with them regarding PR & Grant opportunities. He reviewed the PPC (Paid per click). Angie asked what he was going to do during the 'Off Season' meaning it was slow with Tourism and Deb questioned what the target market was for FB? Bryan stated during the slower season, he is promoting various 'influencers' of what to do. He asked the board if there was something we felt he should also include to help increase tourism during these periods. Charley then requested all members review the Monthly Allocation of the variable "Digital" and "Traditional" ad expenses in the revised Budget, version 2018-12-14.

Bryan reviewed the 'influencers' they were using to target people. This should help during the 'slow season'. He stated that . FB, Instagram, Google all work 'together'. He said good photos and video were a plus. Bryan stated that a Steve Garawf lived here and had a great FB following. Amy knows him and will try to get a meeting with him while Bryan is here. If not possibly with a team member from Vista Works regarding 'influences' and working with us. Bob stated that it would be good to have 'more video' on the website and FB, especially under 'What to do?' People in the video and in photos help to 'ad excitement'. Jenny stated we

needed to showcase 'things to do', like snowshoeing. Need to let people know, when taking a video on their phones, to please do it as a 'landscape' and forward. Question came up about creating a YouTube Channel. Deb will check on this. This would probably be under Google. Bob will set up some helpful guidelines for taking video by phone. A **Video Topic** will be for the February CCTB Agenda. Need to maybe set up a workshop on Video. Bob also stated that we needed to represent more of 'what we do'.

Lava Research - Amy gave a report. After a good discussion, it was decided we need a workshop to go over the Website Organizational Structure as well as Social Media. A meeting was set for January 31, 5:30-7:30pm at Highway 96 Roadhouse. Deb and Amy will work on an Agenda and get it to Angie for posting. Bryan suggested we should have a moderator for this workshop. He said he could do that if needed. Angie also stated she would see who she could get to moderate as well.

Visitors Center/Chamber of Commerce: Rene stated that it is a slow time of year. The office is open on Saturdays for the winter. They do check the phone regularly for messages. She has mailed out some of the Discover Guides to a couple of Visitors Centers who requested them.

Bylaws - The commissioners need more time to review the revised By-Laws and Peggi will get them a 'red-line' with the changes. This is tabled for now.

Resignation: Deb made a motion to accept the resignation of Marlys Hartbauer. Angie 2nd. No further discussion. Motion carried. (5/0).

NEW BUSINESS:

Colorado Vacation Directory - After discussion and a recommendation by Bryan, this might not be the best RV publication for us to advertise in. Angie will get information from Good Sam's for advertising and will bring it.

CTO Programs - Bryan went over some of the various programs that the CTO has Grants are available. He also said it would be good to try and get on their 'calendar' list the top 9 things to do here? Possibly discuss at a workshop. Angie stated that they like it when an entity 'works with others' to promote, like Custer, Fremont and Huerfano counties doing 'joint marketing'. Bryan agreed and will email a couple of names for contacts. Jenny said she was interested in working on this. Angie stated she could help her with info as well.

Future Workshops: It was decided to set up additional workshops on Public Relations & Marketing Strategy. Bryan will email a copy of the Marketing Plan the CCTB did in March.

CCEDCC Community Meeting - Deb encouraged those that were interested to attend this Community meeting on the 24th of January at 5:00pm at Tony's Pizza. This was to help set Priorities & Goals for Economic Development.

Meeting adjourned - 11:10am.

Next Meeting - Tuesday, February 12, 2019, 9am.

Respectfully submitted,

Angela Arterburn
CCTB Secretary