

Custer County Tourism Board
Meeting Minutes for February 12, 2019
Commissioners' Meeting Room

Call to Order at 9:00 a.m.

Roll Call: Debbie Adams, Jennifer Anderson, Angie Arterburn, Peggi Collins, Charley Ellison, Rene Smith, Bob Swanson (prospective new member)

Visitors: CC Jay Printz, CC Tom Flower, Amy Moulton, Bryan Jordan, Carla Miller, Charles Bogle, Dale Mullen, Lynn LaGree, Sharon Connolly, Jackie Hobby, Bob Fulton, Barna Kasa (Florence Chamber of Commerce)

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

Amendments to Agenda: Add Marketing Plan under New Business.

Approval of Minutes: Peggi motioned, Deb second. Approved 5/0

Guest Presentations:

- Charles Bogle and Dale Mullen gave a presentation on Broadband and its proposed expansion.
- Memorial Day Parade. Peggi stated that George from the Sentinel will come before CCTB with a presentation for the Memorial Day Parade.
- Lynn LaGree of the Silver West Airport would like to see the airport more prominent on the CCTB website. Amy will work to add.

REPORTS

- Chair: Letter to Editor submitted to Tribune and Sentinel. CCTB meetings will be held on 2nd Tuesday. The next Custer County Economic Prosperity Strategic Plan meeting is tonight. Tourism remains in top three on list. Debbie shared the original marketing plan found in records. Reviewed Asset List.
- Financial: Charley went before BOCC re: revised budget. He spent time with Dawna Hobby, Finance Officer. Commissioners stated to wait until later to present any amended changes to the budget. Account balance \$78,375.00. Spent \$6000 in January. He will show a monthly report in the future.
- Lava Research/Vista Works:
 - colorado.com has been updated. Pitched dark sky articles to various magazines. Reviewed social media report.

- Visitor Center/Chamber: VC open, low foot traffic. Working w/Jan on Discover Guide which will be out at the end of April.

CURRENT BUSINESS

1. Debbie made motion, Jenny second to recommend Bob Swanson for a three year term. Approved 5-0. Debbie motioned, Peggi second to recommend Marilyn Hennessy as ex-officio member. Approved 5-0. Letter of recommendation to BOCC will be written. Discussion about public notice for a 7th person on the board.
2. Bylaws review. Suggested to consider name change to Custer County Tourism Bureau. Motion Deb, Second Charley. Approve 5-0. Peggi will revise Bylaws for approval by BOCC.
3. Bob Fulton gave report on the Frontier Pathways Byway. Needs to be easy to find out what to do here in Custer County.
4. Email newsletter will go out 2/27. Amy will plan two months in advance for articles. Will have a business profile feature to promote local. Guide the public where you want them to go.
5. Review of Visitor's Survey and corrections. Will print 2000. Charley motioned, Peggi second to have Crestone Printing print Visitor Survey.
6. Review of Asset List. Peggi will cover Eats, Charley-Lodging, Angie-Arts, Rene-Shops. Deb-Heritage.
7. Board conduct and duties discussed. Deb questioned Angie's integrity and her comment about tourism board being a "hornet's nest" quoted in paper. Requested to see letter from commissioners. Charley handed out Code of Conduct to us to consider.
8. SoCo Tourism Summit coming up. Discussion that expenses would be covered for one member to attend tourism related events.
9. Jenny introduced Barna Kasa from Florence Chamber. Working on collaborative CTO marketing grant.
10. Colorado Life ad will be created by VistaWorks and stayforthestars.com will be the website to record media value.
11. Tabled Marketing Plan until March.
12. Bob will review Video Release form with attorney then present to board for approval.

Meeting adjourned at 12:06 pm

Angie Arterburn, Recording Secretary

Received hard copy of February minutes from AA at June meeting. DA transcribed and edited for approval at July meeting.