

Custer County Tourism Board
Meeting Minutes for March 18, 2019
Commissioners' Meeting Room

Call to Order at 9:00 a.m.

Roll Call: Debbie Adams, Jennifer Anderson, Angie Arterburn, Peggi Collins, Charlie Ellison, Bob Swanson, Rene Smith

Visitors: Charles Bogle, Wilson Jarvis, Dale Mullen, Tom Flower, Jay Printz, Amy Moulton, Joanie Liebman and Bryan Jordan on phone.

Public Comment: Jay Printz suggested, as a personal opinion, that no alcohol be consumed at future Tourism Board workshops.

Amendments to Agenda: "Top Ten" list reviewed under Current Business.

Approval of Minutes: February Minutes were not submitted so no vote was taken. February minutes, if submitted, will be approved at April meeting.

Guest Presentations:

- Joanie Liebman, KLZR radio, requested \$600 for contract renewal. Debbie motioned, Angie seconded to approve payment for one year contract. Motion passed 6/0. Joanie requested new scripts from Tourism Board for the radio ads.
- Charles Bogle, representing Tourism and Outdoor Sector, shared the current brochure for Colorado Outdoor Recreation, a four county group of Custer, Fremont, Chaffee and Lake counties. He suggested tourism advertising and/or PR releases in Mountaineer Publication distributed at Ft. Carson to promote to military personnel and families.

REPORTS

- Chair: Debbie requested April workshop be rescheduled for April 8 @ 5pm for the benefit of Bryan in town. Attended the Travel & Adventure Show in Denver and will report at workshop. CTO website page has been updated with new photos. Prosperity Planning goal is to market and promote all assets. Tourism agreed to take on videos. A suggestion to create a winter activity group was made. The next public meeting is Tuesday, March 19 at Tony's Pizza and a task force meeting from 3 to 5pm.
- Financial: Charlie reported checking account balance of \$76,314.
- Lava Research/Vista Works:
 - Amy and Bryan (via phone) reviewed website and social media analytics and continuing to work with CTO. Next month's invoice from Amy will reconcile an overpayment made last month.
 - Bryan and Charley are collaborating on the best bid strategy for earning grants in 2019 and 2020. The Star Loop grant is likely to require \$1,000 seed funding in 2019 to off load coordination among the several Southern Colorado Counties interested in this initiative.

- Visitor Center/Chamber: Rene reported Visitor Center is operating with Saturday only hours. Beginning Memorial weekend Center will open Wednesday-Saturday and on holiday weekends will be open on Sundays as well.

CURRENT BUSINESS:

1. Board Status: Bob Swanson approved by BOCC as 3 year term voting board member. Marilyn Hennessy was not approved as Ex officio member and has withdrawn her letter of interest. Bob brought up how many board members should serve – odd or even number? After discussion it was decided the board will remain at 6 for now. Bylaws state we can have up to 9 but that is not desirable.
2. Debbie discussed content for March 26 newsletter.
3. Bylaws are on the BOCC agenda for March 29.
4. Partner Events Grant Program discussion was tabled.
5. Top 10 List will be reviewed at workshop with Bryan present to help to create more of a hook to attract people in.
6. SOCO Summit Jenny & Debbie attending. Debbie motioned and Peggi seconded to reimburse at least one board member whom is attending events. Passed 6/0.
 Charley – San Luis Valley Summit - \$40
 Marilyn – Registration of \$150 for COCI May 16-17 in Salida
 Jenny – SOCO Summit - to be determined
7. Survey pads available and suggested pads taken for distribution be documented who took them and how many were taken for tracking purposes. Envelopes should be provided to venues so they can keep completed surveys in envelope until they are collected on a regular basis.
8. Follow up to the San Luis Valley Tourism Association meeting Charley attended on February 21st in Alamosa. Charley participated in a meeting to explore collaboration with the five SLV Counties + Huerfano County. The concept is to leverage the excellent stargazing attributes of Westcliffe, La Veta, Great Sand Dunes, Crestone and Lake City. This follows a successful model in central Colorado, Glenwood Springs and 9 other communities with hot springs to promote a hot springs tour. Charley is hosting a follow up meeting in Westcliffe on April 8 at SJO & 9th at Sangres Art Guild. The goal of this collaboration is to attract more stargazing trips to Colorado and add Westcliffe to more trips that route through I-25 and US-160.

NEW BUSINESS:

1. Main Street WiFi: Charlie motioned and Peggi seconded for EDC to obtain a quote for authenticity software which would allow us to gather and process information on our visitors. Passed 6/0.
2. Peggi reported Memorial Day Parade was picked up by someone else so no discussion is needed.
3. Bob reported on his video plans. He will work with Amy on marketing use.
4. Charlie gave an update on the Marketing Plan and then left at 11:15am.
5. Debbie reported a Visitor Info Rack will be placed in White Bird Emporium as they are open 7 days a week and are in a good central location. Debbie motioned and Peggi seconded to approve purchase of a literature rack, up to \$250. Motion passed. 5/0
6. Next meeting 9am Tuesday, April 9 in Commissioners' Meeting Room.

Meeting adjourned at 11:25 a.m.

Rene Smith, Recording Secretary