

Custer County Tourism Board
Meeting Minutes for April 9, 2019
Commissioners' Meeting Room

Call to Order at 9:00 a.m.

Roll Call: D Adams, P Collins, C Ellison, B Swanson, A Arterburn, R Smith. Allowed
Absence: J Anderson

Visitors: Tom Flower, Jay Printz, Amy Moulton, Bryan Jordan, Kathy Reis

Public Comment: Jay Printz commended Board on productive 4/8 workshop

Amendments to Agenda: Angie requested a personal report under Reports. Peggi-
Photo/Video Release Form for discussion under Current Business.

Approval of Minutes: Peggi motioned/Angie seconded to approve March minutes as
amended. Passed 5/0. Note: February minutes were not submitted by Angie, so there
were no minutes to approve.

Guest Presentations:

- Kathy Reis from CART reported 2019 Discover Guide should be in next week. Board
needs to advise how many guides for distribution to Welcome Centers in State. Guides
are 95¢ each. Rene will advise Board of distribution list.

REPORTS

- Chair Report (Debbie)
 - County Economic Strategic Plan. Tourism objective to promote outdoor
recreation and be responsible for creating a list of resources, assets and videos.
Build on who we are and who we want to be.
 - Will be attending “Trinidad Proud” half day workshop on April 23rd.
 - A Board Summit will be held on June 3. Board members from Chamber,
Economic Development, CART and Tourism are encouraged to attend.
 - A fresh folder of images has been compiled although still a work in progress.
Amy is working on changing photo content on website.
 - Debbie motioned/Peggi seconded to remove Angie as Secretary and replace with
Rene as Recording Secretary. Passed 4/1.
- Financial (Charley)
 - Checking account balance of \$72,098.
 - Presented ad rates for Pueblo Chieftain, SE Colorado Tourism Guide and
Mountain Mail. Charlie motioned/Peggi seconded to approve Pueblo Chieftain
ad. Passed 5/0. Angie agreed to send info to submit ad.
 - Angie motioned/Bob seconded to approve Mountain Mail ad. After discussion,
motion failed to pass 1/4.
- Lava Research/Vista Works (Amy/Bryan)
 - Photos, category name changes, website fixes and updates, re-work of home
page. We have 430 email newsletter subscribers.
 - Brian presented social media, website analytics, and CTO report.
Charlie motioned/Peggi seconded to increase content development by \$1000 in
re-allocating monies budgeted for Mountain Mail ad. Motion passed 5/0.
 - Charlie motioned/Deb seconded to use \$2500 of \$3000 budgeted to participate
in CTO leads program to begin in April. Passed 5/0.

- Charlie motioned/Peggi seconded to change motion to read “spend \$2000.” Motion passed 5/0.
- Charlie acknowledged Brian’s commitment to our meetings is so appreciated and is over and above our contract with Vista Works.
- Visitor Center/Chamber: Rene reported the VC will be doing a slight remodel. A large TV screen has been placed in VC to show member commercials as a loop.
- Angie stated as of June 15, 2019, she will be taking a hiatus from the Tourism Board for personal reasons.

CURRENT BUSINESS

1. Discover the Cliffs Guide publication support is tabled for Rene to report with distribution numbers to determine our needs.
2. Debbie reported the display rack for visitor info has arrived, ready to be assembled at White Bird Emporium by May 1.
3. Visitor Survey strategy was tabled until next meeting.
4. County Asset & Business Directory, Event Calendar tabled.
5. Peggi reported on Bylaws BOCC Review on 3/29. Debbie signed the official copy of the Bylaws.
6. Photo and Video release form discussion was tabled until next meeting. Bob and Peggi will work together on it.

NEW BUSINESS

1. Debbie suggested using a different font type for a temporary tourism logo until brand and new logo is established. Clarendon was decided upon.
2. Event & Community website calendar format. Debbie suggested having a link to CART website to access community calendar. Suggests the event calendar be re-worked on website to make it more user friendly.
3. Multi-County Collaboration Report was tabled.
4. Press trip offer to Joshua Berman. It was suggested we come up with a few more offers in an effort to encourage Joshua to come here for a visit.
5. Removal of Board Member. Debbie motioned/Peggi seconded, for purpose of discussion, to remove Angie Arterburn as a member of the Board. Debbie presented ten written reasons for the motion. All other board members expressed their opinion for removal. Motion passed 4/1. Jay advised Debbie to submit letter to the Commissioners regarding removal.

Next meeting 9am Tuesday, May 14 in Commissioners’ Meeting Room.

Meeting adjourned at 11:04 a.m.

Rene Smith, Recording Secretary