

Custer County Tourism Board
Meeting Minutes for June 11, 2019
Westcliffe Town Hall

Call to Order at 9:00 a.m.

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

Visitors: Jay Printz, Amy Moulton, Angie Arterburn, Jax Bubis, Marilyn Hennessy, Lynn LaGree, Bryan Jordan, Kelly Smith

Public Comment:

Angie Arterburn made another request to be copied on board meetings and agendas. Agendas will be posted on the tourism website for anyone to access.

Amendments to Agenda: Grant request for Silver West AirFest.

Approval of Minutes: Peggi motioned and Jennifer seconded to approve May minutes as presented. Passed 5/0.

Guest Presentations:

1. Lynn LaGree from Silver West Airport requested grant funds for the Silver West AirFest 8/24. Granted \$500.
2. Kelly Smith, Custer County Chamber of Commerce, presented new website.
3. Marilyn Hennessy reported on Colorado Creative Summit held in May.

REPORTS

- **Chair:** Debbie reported on CTO Media Reception in Denver 5/13, Denver Post video interview 6/7, ad in Colorado Life Magazine and article in Colorado Country Life about the night sky.
- **Charley** reported on visit by Becca Hensley, travel and leisure writer, stating she was very impressed with our community. Charley requested to be reimbursed for purchase of \$90 gift basket, \$40 at Chappy's for lunch. Peggi motioned, Debbie seconded to approve reimbursement of \$130. Passed 5/0.
- **Bob** gave a video update. Charley and Bob will draft a plan to utilize Whitney and student writings.
- **VistaWorks:** Bryan presented social media stats, website analytics, and discussed the MOU from VistaWorks of \$1,000 to work on CTO Grant for the Starlit Tour of Colorado.
- **Lava Research:** Amy reported on newsletter, stated itinerary was ready to post on website, discussed calendar issue of Tourism Board would like to have a calendar that focuses more on tourism events than community events. She also requested up to 10 additional hours for calendar and website updates. Debbie motioned, Peggi seconded to approve request of up to 10 additional hours. Passed 5/0. Charley motioned, Peggi seconded Amy to work with Vista Works on obtaining a new calendar format. Passed 5/0.

- Visitor Center/Chamber: Rene reported Visitor Center purchased a bright colored banner with “Visitor Center” on it for people to see it waving. Kathy from Town of Westcliffe is working with CDOT on getting Visitor Center signage at corner of 3rd and Main.

UNFINISHED BUSINESS:

- Debbie reported a business on Main said they were finding it hard to get people to fill out the survey. Debbie suggested creating a sticker of the Westcliffe mural. People would receive a sticker when they completed the survey. Charley motioned, Jennifer seconded to approve expenditure of \$525 to print 3500 stickers. Motion passed 5/0.
- Partner Grants Program was tabled for July meeting to update material and arrange for public outreach including press release in September and Community Reception on Thursday, 11/7.

NEW BUSINESS:

- Debbie briefly introduced the Sangre Star Festival with little time left. She will send the vision as a PDF slide show to board members and discuss in more details at July meeting.

Charley reported the financial balance is \$61,177.

Next meeting 9am Tuesday, July 9 at Westcliffe Town Hall.

Meeting adjourned at 11:27 am

Rene Smith, Acting Recording Secretary