

Custer County Tourism Board
Meeting Minutes for July 9, 2019
Westcliffe Town Hall

Call to Order at 9:00am

Board Roll Call: Debbie Adams, Jennifer Anderson, Peggie Collins, Charley Ellison, Bob Swanson, Rene Smith

Visitors: Jay Printz, Amy Moulton, Bryan Jordan and Angie Arterburn

Public Comment: none

Amendment to Agenda: Add discussion on Trademark and Mission Wolf Marketing

Approval of Minutes: Peggi Collins made a motion to approve Feb 12 minutes. Charley Ellison seconded it. Passed 5/0. Peggi Collins made a motion to approve June 11 meeting minutes. Charley Ellison seconded it. Passed 5/0.

Guest Presentation: none

Reports:

Chair: Debbie Adams discussed the following:

- Colorado Life Magazine advertising; her letter to the editor is in the July/August addition
- Her visit to Mission Wolf and its philosophy of wanting people to seek them out
- The idea of changing one of two radio advertising spots with KLZR
- Calendar update: next meeting is Sep 10
- Attending the Colorado Governor's Tourism Conference in September

Charley Ellison made a motion to approve attending the Governor's tourism conference including costs up to \$500.00 per person for two people. Peggi Collins seconded. Passed 5/0

Bob Swanson: Discussed various video efforts he is doing to market Custer County tourism

Treasurer: Charley Ellison discussed the following:

- Checking account current balance is \$54,147
- Discussed marketing plan vs budget; expect to have \$45K at end of year

Peggi Collins made a motion to approve 2020 budget except for adding zero budget for the Discovery Guide ad. Bob Swanson seconded it. Passed 5/0

Updates by Vista Works and Lava Research: Bryan Jordan reviewed various CTO grants

Peggi made motion for Custer County Tourism board to approve expenditures up to \$15K for three grants:

- CTO Starloop Collaboration Grant

- CTO Tourism Development Grant and Branding
- CTO Arts and Antiques Grant

Motion seconded by Charley Ellison. Passed 5/0

Amy Moulton discussed an increase in newsletter subscribers to 775 people as well as an increase in instagram and facebook followers

Charley Ellison made a motion to fund an additional \$450.00 for Home page layout for the Website calendar. Debbie Adams seconded. Passed 5/0

Chamber of Commerce comments: Rene Smith discussed increased traffic at the visitor center and that the Discovery Guide had been released

Current Business:

Motion made by Peggi Collins to reimburse Charley Ellison \$207.00 for influencer visa card. Bob Swanson seconded it. Passed 4/0/1 abstainer

Motion made by Peggi Collins that the treasurer may approve expenditures up to the entire budget for influencers in between board meetings with approval of Vista Works and/or Lavaworks

Debbie Adams seconded. Passed 5/0

Unfinished Business:

Huge Response for visitor survey and stickers.

Action for Peggi Collins: Prepare license agreement for Westcliffe Logo

Action for Debbie Adams: Research bumper stickers

Action for Charley Ellison: Create spreadsheet for headcount of where visitors are from

New Business: Tourism board agree to use Nov-Dec Ad space in Colorado Life Magazine to promote the Sangre Star Festival 2020

Discussed promoting Mission Wolf “Experiment in Living” Movie that is showing at Jones Theater on 15 Aug

Next meeting: Sep 10 2019 at Westcliffe Town Hall

Meeting adjourned at 11:38am

Jenny Anderson, Secretary