

# Custer County Tourism

Monthly Board Meeting Minutes

**Tuesday, December 10, 2019 ~ 9am to 11am**

Westcliffe Town Hall, 1000 Main St

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- Call to order: 9:00am
- Board Roll Call: Debbie Adams, Charley Ellison and Peggi Collins present
- Recognition of Visitors: Jay Printz
- Public Comment: None
- Amendments to Agenda: None
- Approval of Minutes: Motion by Peggi, second by Deb, motion carried
- Guest Presentations: None

## **REPORTS**

- Chair:
  - Sangre Star Festival, *Starry Night Over the Sangres*: In partnership with Alla Prima Westcliffe, there will be a painting competition. Debbie reported CCTB has the opportunity to obtain a non-exclusive license to select the winning artwork. Motion by Peggi, second by Debbie, an expenditure of \$500 to obtain the non-exclusive license was approved. There will be a People's Choice award. Peggi made motion, second by Debbie, that CCTB provide \$200 for 1st place, \$150 for 2nd place and \$100 3rd place for People's Choice awards. After discussion, the motion failed.
  - Frontier Pathways Byways Meeting 11/20: Debbie and Charley attended.
  - Westcliffe Action Plan: Trustee meeting 12/5: Debbie attended and made a brief presentation as to what Tourism is doing.
  - Sunset Ranch FAM Wagon Ride: 12/12 @5pm: Debbie has made arrangements for up to 10 board members and family to take a wagon ride at Sunset Ranch. This is a new attraction in town.
- Treasurer: Financial Update: Charley reported we are within 1/2 % of forecast and when December is counted, we will have experienced a 20% growth. Charley asked for some help in off loading some of his tasks, as Treasurer. Debbie offered to test entering vouchers and taking over that task.
- VW Contract Services:
  - CTO Marketing Grants: Stargazing Loop & Tourism Development: Bryan reported CCTB had received approval on both grant requests.
  - 2020 Contract The proposed contract was reviewed. The only new provision was the annual contract would be automatically renewed for one-year terms until Dec. 31, 2023, unless terminated, for cause, by either party on 30 days written notice. The fee is an 8% increase over last year. On motion by Charley, second by Peggi, the contract was approved.
- Chamber of Commerce—Visitor's Center: Tabled to next meeting.

### **UNFINISHED BUSINESS**

- Letters of Interest for 2020 Board: Debbie reported none had been received, despite being published in both newspapers and posted on several Facebook pages. She requested clarification of expiration of current terms be entered into the minutes. They are: Peggi and Debbie 1/21, Jennifer and Robert 1/22, and Charley 1/20. Charley will submit a letter of interest and Debbie will present a recommendation to BOCC for his term to be extended to 1/23.

### **NEW BUSINESS**

- SoCo Tourism Summit: Wednesday April 8, 2020: CCTB will be hosting the opening reception for the Summit. There were several ideas presented for activities to be offered. It was agreed CCTB should rent the Community Room at Cliff Lanes and have vendor presentations from Bear Basin, Music Meadows, Sunset Ranch, A Painted View, Paca Peace Ranch, Mission Wolf, the art galleries, etc.
- Annual Tourism Report: Debbie prepared the report with edits from Charley and Amy. It will be submitted to both newspapers. The Board was asked to choose one of three tag-lines for the stargazing grant and, unanimously, "Colorado Stargazing, *Experience the Night*" was chosen.
- Other Discussion: Charley suggested CCTB come up with a "person of the year" award to honor someone for going above and beyond to promote tourism. He mentioned Brian Cline for the Westcliffe mural. Charley would also like to establish a lodging industry outreach.

Next tourism board meeting - January 14, 2020

Adjourned at 10:52am

Respectfully submitted,

Peggi Collins, acting secretary