

# **Custer County Tourism Board**

**Tuesday, February 11, 2020 at Westcliffe Town Hall**

**Call to Order:** 10:30 am

**Board Roll Call:** Deb Adams, Jenny Anderson (on call), Peggi Collins, Bob Swanson

**Recognition of Visitors:** TC Smythe/KLZR, Candace McDaniel, Wade Pettis, Jackie Shephard-Pettis, Bryan Jordan, Carey Jordan, Larry Horns, Jay Printz

**Public Comment:** None

**Amendment to Agenda:** None

**Approval of Minutes:** Peggi moved to approve; Bob 2nd. Approved 4/0

**Guest presentations:** TC Symthe, KLZR presented a request to renew the Tourism Board's contract with KLZR for spot advertisements. Debbie Adams motioned to approve expenditure of \$600. for annual contract. Peggi 2nd. Approved 4/0

## **REPORTS**

**Chair:** Deb gave KLZR interview. Sangre Star Festival ticket sales are going well, over 300 of 500 tickets sold, with 80 Dark Sky Defenders (most expensive).

**Financial:** Review of expenditures paid for February.

**LAVA:** TB continues to successfully advertise Custer County. The monthly newsletter followers have increased to over 1150 subscribers.

**VistaWorks:** Bryan Jordan discussed monthly report. Discussed Branding development for Tourism Board to review branding approach. The Arts and Antiques Grant itinerary has been developed with inputs from both Custer County Tourism Board and the City of Florence. VistaWorks expects to submit grant reports to CTO in March timeframe.

## **UNFINISHED BUSINESS**

**SoCo Tourism Summit on Wednesday April 8.** Debbie motioned, Peggi 2nd, to invest \$1,000. to support the 2020 SoCo Tourism Summit reception in Westcliffe. Approved 4/0

**Letters of Interest:** CCTB reviewed applications by four candidates. Peggi motioned, Debbie 2nd, for CCTB to recommend the BOCC approve Deb Snell, Jackie Shepherd and Wade Pettis as voting members of CCTB for a three year term, and the BOCC approve Candace McDaniel as Ex Officio (non-voting) member for a one-year term. Approved 4/0

**Westcliffe mural stickers:** 1000 bumper size and 3500 small stickers will be ordered.

## **NEW BUSINESS** (Tabled until March)

Data Collection/Revise Visitor Survey and June *Starry Night over the Sangres* Art Competition

Next board meeting on March 10, 2020. Meeting adjourned 12:13pm.

Respectively submitted, Jenny Anderson, Recording Secretary (by phone)