

Custer County Tourism Board

Tuesday, March 10, 2020

Westcliffe Town Hall

Call to Order: 9:00 am

Board Roll Call: Deb Adams, Peggi Collins, Wade Pettis, Jackie Shepherd, Deborah Snell, Bob Swanson and Candace McDaniel (Ex-Officio)

Visitors: Charley Ellison, Larry Horns, Jay Printz, Janet Smith

Public Comment: None

Amendment to Agenda: None

Approval of Minutes: Peggi moved to approve. Approved 6/0.

Guest Presentations: None

REPORTS

- Chair: Deb reported the BOCC approved four new board members. Highlighted points from the CRAFT workshop for Frontier Pathways. We might consider participating in the CTO Tour Colorado Pavilion at the Denver Travel & Adventure Show in 2021 for a cost of \$1,750 if we have the appropriate material to distribute. The Sangre Star Festival has sold 410 tickets, from over 20 states with 97 first time visitors.
- Financials: Deb reviewed March vouchers to be paid. Deb made motion to appoint Jackie Shepherd to position of Treasurer. Approved 6/0.
- Professional Services: Deb acknowledged Amy will remove all photos by Greg Smith before contract ends on March 31. As we are in final stages of refreshing website, Greg Smith's threatening email is a moot point and he will not be able to press a lawsuit for noncompliance.
- VistaWorks: Bryan reviewed monthly report of social media stats. There has been increased traffic from Colorado Stargazing. Discussion of creating 15 second vertical videos as youth prefer vertical.
- Candace reported on the Visitor's Center and that it will probably stay in the current location.

UNFINISHED BUSINESS

- Discussion of the details of the SoCo Tourism Summit on Wednesday April 8. Peggi and Jackie are key organizers and have been given all contact info.
- The revised contract was approved for the June Art Competition-*Starry Night Over the Sangres*
- Discussion of Public Health & OEM possible cancellation of events due to COVID-19.

NEW BUSINESS

- The Visitor Survey was reviewed and approved to print 2000 copies in pads of 50 for 40 pads.
- The Asset List will be divided among board members to fill in the blanks. Deb will send out in pieces as Excel spreadsheets for everyone to fill in.

- Larry brought up the many trails in the area. Tourism can possibly team up with Trails for All to market what is available. www.trailsforall.co. Trails for All mission—*to drive people here to discover our resources and to help Jeff Outhier, San Carlos Ranger District*. Bob could make a video, post to audience in Denver, Travel Channel.

Next board meeting Tuesday, April 14, 2020

Meeting adjourned 10:25 am

Respectfully submitted,

Deborah Snell, Recording for Secretary