

# **Custer County Tourism Board**

Meeting Minutes for May 14, 2020

The Bluff, Westcliffe

## **Call to Order at 1:00pm**

**Present:** Debbie Adams, Jennifer Anderson, Peggi Collins, Bob Swanson, Jackie Shepherd, Wade Pettis, Candace McDaniel (ex-officio) No Visitors.

**Approval of Minutes:** Minutes were approved during video conference on May 12

**REPORTS Chair:** Debbie Adams shared the following:

- CCTB unanimously reviewed and approved brand proposal by VistaWorks during 12May meeting. We will keep tagline that was developed a year ago along with our geographic location. **Wet Mountain Valley** *Come for the Mountains, Stay for the Stars*. Brand logo and accompanying marketing material will be developed by VistaWorks as per Branding Grant agreement.
- Sangre Star Festival postponed indefinitely in April. there were over 400 people coming from 20 states and Canada with 100 of them first time visitors. Ticket holders were given option of refund or contribution to STEM Scholarship Fund. \$22,550 was raised and \$12,320 was refunded. 210 souvenir tees have been sold with 100 left. KLZR is still considering a star themed radio program for June 20th.
- The BOCC established an Economic Recovery Task Force. CCTB discussed whether there were any areas that need to be addressed. It is confusing as to the specifics of what they are looking for.

**Financial Review:** Vouchers totaling \$2606.25 will be submitted by Treasurer Jackie. Debbie discussed the impact of Covid-19 on tourism. Skyglow project is still on for this year with half paid. The 2021 Budget will be discussed at June meeting. Proposed Budget needs to be given to Dawna in August and approved by BOCC in October. Debbie submitted necessary records for May 2020 County Audit.

**Chamber of Commerce:** Candace discussed challenges the Chamber is facing and decisions that need to be made before June 30th. The two websites provide similar services as a business directory. We will discuss ways to collaborate with Chamber at the June CCTB meeting and invite the Chamber board to join us.

## **Unfinished Business:**

- Visitor Survey will be put on pause for the summer of 2020. Will resume another time.
- 2020 Tourism Grant Policy – Debbie will notify grantees that the 2020 funds received can be extended for use in 2021. There will be no funds available next year. CCTB agreed unanimously.
- Community Asset & Business Directory. Debbie presented Excel spreadsheet with categories. List is work in progress as well as updating the directory online.

## **New Business:**

Tourism messaging for summer established on 12May and will be published in newsletter this week.

**Next meeting:** 9 June 2020 at 9am, location to be confirmed at Westcliffe Town Hall or Saddle Club.

## **Meeting adjourned at 2:35pm**

Respectively submitted: Jenny Anderson, Secretary