

**Custer County Tourism**  
Board Meeting Agenda (amended 4/7)  
**Tuesday, April 9, 2024 • 9-11am**  
*Conference Room, Kirkpatrick Bank*



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|------------------------------|--|
| - Call to Order              | - Public Comment - 3 min                     |
| - Pledge of Allegiance       | - Guest Presentations - 10 min               |
| - Board Roll Call & Visitors | - Dawn Smith, Log Masters                    |
| - Amendments to Agenda       | - Rosi Blaesius, Pines Ranch Wellness Series |
| - Approval of Minutes        |  |
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**REPORTS**

- Chair
  - CTO Management Grant - Consultation calls on April 2 & 19
  - CTO Destination Stewardship on Wed, April 10 @AAW
  - Colorado Life travel writer, Lisa Truesdale
  - Kevin Eassa Media discussion
- Financial Review
  - Monthly Vouchers
  - Content Development Budget increase
  - Marketing Grants consideration
- Professional Services
  - Jo Studio - Marketing & Social Media Report
  - DestinationiQ - Website Management & Content Development
    - Website Analysis - Rosanne
- CC Welcome Center
  - Spring Opening
  - Guidebook distribution

**UPCOMING BUSINESS**

- Marketing Plan 2024 - 2026
- Community Outreach at summer events
- 2nd Saturday Art-Walk & High Country Recycling Trailer Art Project
- The Mortar Men Fireworks & July 4th festivities
- CTO Surveys & Reimagine Creative Asset Production~Drone/Video B-Roll
- Mountain IDEAL follow-up & Outdoor Recreation Strategy w/Amy Cassidy