

**Custer County Tourism**  
Board Meeting Agenda  
**Tuesday, December 12, 2023 • 9-11am**  
*Via Zoom*



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- |                              |                                |
|------------------------------|--------------------------------|
| - Call to Order              | - Approval of Minutes          |
| - Pledge of Allegiance       | - Public Comment - 3 min       |
| - Board Roll Call & Visitors | - Guest Presentations - 10 min |
| - Amendments to Agenda       | - None                         |
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**REPORTS**

- Chair:
  - BOCC Tourism Report 11/30
  - Board Recruitment
  - CTO Management Grant (webinar 12/12 @12p)
- Financial Review
  - 2023 Budget
  - Lodging Tax Revenue \$104,398.11
- Professional Services:
  - VistaWorks
  - 2024 Contract
  - Jo Studio
    - 2024 Contract
    - Colorado Life Ad Campaign
    - Establish graphic design agreement
- CC Welcome Center
  - Planning for 2024

**ONGOING BUSINESS**

- Strategic Planning Session 2/13
- Marketing Plan 2024-2026