

**Custer County Tourism**  
Board Meeting Agenda  
**Tuesday, January 9, 2024 • 9-11am**  
<https://zoom.us/j/92606375633>



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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:
  - 2024 Tourism Board
  - CTO Management Grant Application
- Financial Review
  - 2023 Lodging Tax Revenue \$104,690.12
  - Monthly Vouchers
- Professional Services:
  - VistaWorks
  - Website Management
  - Jo Studio
    - Social Media Report
    - Colorado Life Ad Campaign
    - Winter Blues “Pop-Off”
- CC Welcome Center
  - Refresh for Spring 2024

**ONGOING BUSINESS**

- Strategic Planning Session
- Marketing Plan 2024-2026

Public Comment - 3 min

No Board Meeting in February. Next Board Meeting - March 13, 2024 via Zoom