

Custer County Tourism

Board Meeting Agenda

Tuesday, March 12, 2024 • 9-11am
Zoom Meeting Link zoom.us



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|------------------------------|--------------------------------|
| - Call to Order | - Public Comment - 3 min |
| - Pledge of Allegiance | - Guest Presentations - 10 min |
| - Board Roll Call & Visitors | - Robyn Knappe, Director OEM |
| - Amendments to Agenda | - Melissa Kirr, Mountain IDEAL |
| - Approval of Minutes | assessment |
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REPORTS

- Chair:
 - CTO Management Grant
 - CTO Destination Stewardship Strategic Plan - Wed, April 10 @AAW
 - Remote Worker/Youth Marketing Plan
 - Getaway Guest at Courtyard, March 23-25
- Financial Review
 - Monthly Vouchers
- Professional Services:
 - VistaWorks - Website Management & Content Development
 - Jo Studio
 - Social Media Report
 - Colorado Life Ad Campaign
- CC Welcome Center
 - Lease Agreement
 - Spring Refresh
 - Welcome Bags: CCEDC & Airstream Rally

UPCOMING BUSINESS

- Strategic Planning Review & Marketing Plan Update 2024-2026
- Enhancing our Arts Community. 2nd Saturday ArtWalk. HCR TAP.
- CTO Surveys & Reimagine Creative Asset Production~Drone/Video B-Roll.
- Rainbow Trail Collaboration. Advancing Trails webinar series.