

# Custer County Tourism

## Board Meeting Agenda

**Tuesday, September 12, 2023 • 9-11am**  
*Kirkpatrick Bank Conference Room*



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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       | - Frontier Pathways            |
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### **REPORTS**

- Chair:
  - Getaway Giveaway
  - County Concerns
  - Board Recruitment
  - Destination Stewardship Strategic Planning Initiative
  - Tourism Conference in Fort Collins, September 27-29
- Financial Review
  - Proposed 2024 Budget
  - Royal Gorge Ad & Content Dec/23
- Professional Services:
  - Jo Studio Report
    - Establish design agreement for 2024
    - Colorado Life print ad campaign
  - VistaWorks Report
    - Social Media Campaigns & Website
    - CTO Marketing Grant 2023
    - CTO Management Grant 2024 (*opens in December*)
- CC Welcome Center
  - Lease Renewal
  - Ambassadors
  - Guidebook Distribution & Reprinting

### **ONGOING BUSINESS**

- Partner Marketing Grants
- Strategic Planning Session | 3-5 hours