

Custer County Tourism Board Meeting

Tuesday, April 11, 2023

Kirkpatrick Bank Conference Room

Call to Order at 9:05 am

Roll Call: Deb Adams, Wade Pettis, Jackie Shepherd, Michael Zolotor Absent: K Alsdurf, J Steigerwald

Visitors: Shelly Larson (Jo Studio), Bryan Jordan (VistaWorks), Melody DeBenedictis & Karl Zimmer
(Equus Film Festival), Richard Posadas (Blues, Brews & BBQs)

Public Comment: None

Amendments to Agenda: None

Approval of Minutes: March 2023 Minutes *Approved*

Guest Presentations:

Melody presented a detailed presentation of new event scheduled for end of September—Equus Film & Art Festival. A well organized event with proven track record throughout the country.

Richard presented details of Blues, Brews and BBQs event on September 16 and overview of veteran population in county. Both events requested a marketing grant (see below).

REPORTS

Chair:

- Community outreach over Memorial Weekend for initial release of Past & Present.
- Tourism will sponsor centerfold map in *Summer in the Valley* along with quarter page ad and submit two articles for summer supplement. The Events Calendar and Jackie's Restaurant List will be included. Jackie will confirm hours for summer to update list.
- Attending Custer County Recycles board meeting on Thursday 4/13.
- Attending meeting with Brittany Pettersen, Representative for CO's 7th Congressional District, with local business owners on Friday 4/14.
- Attending meeting on Monday 4/24 with WCPA to discuss development of an annual Chautauqua Festival in Westcliffe.
- Will schedule Zoom Conference Call in fall to update Marketing Plan for 2024-2026.

Financial Review:

- Fund balance is \$96,533.51 with 48.58% of budget spent.
- Grant match money received from Crestone for \$2500 and Nucla/Naturita \$1000.
- **Motion** to approve expenditure of \$1232 for WM Tribune Summer in Valley map sponsorship (\$800) and quarter page ad (\$432). *Approved*.
- **Motion** to award \$1000 marketing grant to the Equus Film & Art Festival. *Approved*.
- **Motion** to award \$750 marketing grant to American Legion Post 170 for Blues, Brews & BBQs. *Approved*.

Professional Services:

Jo Studio

- Monthly report reviewed.
- Past & Present project in final edit to be sent to printer first week in May. Deb will secure permission for use of historical images. The palette of literature will be delivered on Thursday, May 25th for a delivery charge of \$150.
- Town Map will be updated in May with a new cover image by Lisa Bivins.

- “I love the Rainbow Trail” 500 stickers will be ordered.
- Two-sided WMV logo square coasters (2000) will be ordered to give free to restaurants.
- New window clings will be ordered with three different messages.
- Postcards will be considered in May.

VistaWorks

- VW Monthly Report reviewed on big screen!
- Deb & Lindsay had a pre-meeting on Monday. This will be a regularly scheduled time and Shelly will be included.
- CTO Marketing Grant “Protect the Night” working with IDA Colorado.
- CTO Management Grant was denied for Past & Present project. Review call scheduled with Elizabeth on 4/18 at 10am with Deb, Karalin & Shelly participating. Will consider gravel grinding for 2024.
- A Social Media Campaign launched in April is going well. Stats at May meeting.

Welcome Center:

- Walmart bought plastic flowers were planted in Welcome Sign planter Howdy box.
- Will have special event over Memorial Weekend for release of Past & Present booklet. Boxes of booklet will be delivered to West Custer County Library, Wetmore Library, Silver Cliff Museum & Town Hall, Westcliffe Town Hall, All Aboard Westcliffe Depot, Beckwith Ranch, Jones Theater, Pines Ranch, San Isabel Lodge and copies given to hotels, STRs and local shops that want to have them available.

ONGOING BUSINESS

- Deb will confirm merchant details for “Off-Season Getaway” promotion by June. Need a catchy name. Social media campaign will begin in August.
- Review printing of booklet. Since county storage is an issue, it was decided via email to print 10,000 copies instead of 15,000 for a cost of \$18,679 / \$1.87 each. They will be delivered for release at end of month in time for Memorial Weekend.

Next Tourism Board Meeting – May 9, 2023

Meeting adjourned at 10:55 a.m.

Respectively submitted,

Deb Adams, Recording Secretary

(in absence of Jeannette & Karalin)