

## Custer County Tourism Board Meeting

Tuesday, December 12, 2023

Via Zoom

Call to Order at 9:00 a.m.

Public Comment: 3 minutes

Board Roll Call: Deb Adams, Karalin Alsdurf,  
Jackie Shepherd, Jeannette Steigerwald

Amendments to Agenda: None

Guests: Shelly Larson (Jo Studio),

Approval of Minutes: Nov 2023 *Approved*

Commissioner Lucas Epp, Charley Ellison

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### PUBLIC COMMENT

Lucas commented how business in December is considerably down everywhere. Cause-inflation, recession, expensive, elderly don't go out?

### REPORTS

#### Chair (Deb Adams):

- Tourism review to BOCC on 11/30 with 3 page report. Giving 3 minute report to WC BOT on 12/12 and SC BOT on 1/2/24. The annual report is posted on website under Board Agendas.
- Zoom calls for discussion with Derek/CTO 12/1, Amy Cassidy/CTO 12/7, Barb Bowman/Care for Colorado 12/11, Care for Colorado webinar 12/14, Pat @Miles Partnership 12/14.
- CTO Management Grant is now open. Zoom review at noon. We will apply before 1/30.
- Board recruitment. Karalin may encourage someone she knows to consider. Deb is up for renewal in January for another three year term.
- In conversation with Derek, they will provide a Datafy Report every six months which will provide year over year visitor comparison. Will update POIs to be: Westcliffe, Bishop Castle, Lake Isabel, Beckwith Ranch, Alvarado CG, Music Meadows, Willow Wind Farm, South Colony TH and the Bluff Park. There may also be T-Data on STRs. Derek will also assist with Resident Sentiment, Tourism Stakeholder and Visitor Surveys in 2024.
- Used ChatGPT assistance to write descriptive paragraph about e-bike rentals for Yoders.

#### Financial:

- Fund balance is healthy with 95% of budget spent and revenue over budget by \$30K.
- Nov lodging tax revenue of \$32,722.10 recorded for total of \$104,398.11. A growth of 32.8% from 2022 that translates to \$5.2 million in lodging revenue. \$30,000 more than budgeted.
- Discover credit card reimbursement \$927.36 includes brochure printing of \$831.22.
- Annual KLZR Underwriting for \$600.

#### Professional Services:

##### Jo Studio

- Social Media Report shared on Zoom.
- Wrapped up the heritage brochure project from 2022 with finishing up trifold brochure for Silver Cliff Museum and 4-panel brochure for Westcliffe Performing Arts (WCPA).
- Noodling a postcard series with Scott Dankof images of the Milky Way.
- Working on CO Life ad campaign. Quarter page ad due Jan 1.
- Will establish graphic design agreement for 2024 to work with non-profits.

## VistaWorks

- Deb reported the 2024 Contract will be for Website Maintenance & Support \$150/month plus a Content Update Plan \$450/month. Will prepay plug-ins and URLs in January, under \$500.

## Welcome Center:

- Before Spring opening in March we will need to refresh paint on trim, set up monitor in window, get an i-Pad and update Ambassador list. Will keep hours from 10am to 3pm with extra time at the discretion of the volunteer on duty.
- Will reach out to Donna Hood about possibility of updating the carpet to vinyl wood flooring like in the media room if we can guarantee a lease through at least 2026. Would pay for the upgrade.
- Will keep Event Calendar up-to-date and post on [colorado.com](https://colorado.com) and Encompass AAA online events calendar. The Colorado Directory also posts an event calendar. Karalin will assist.
- Tourism may consider paying for reprinting of marketing brochures for non-profits.

## **ONGOING BUSINESS**

- Strategic Planning Session with facilitator Gary Taylor on Tue, Feb 13th, 9-12pm, Kirkpatrick Bank conference room. The Marketing Plan for 2024-2026 will be updated after session. There will be no board meeting in February.

## **PUBLIC COMMENT**

- Charley Ellison expressed concerned with state proposal to quadruple property tax assessment rate for STR lodging properties that rent more than 90 days from 6.765% to 27.9% and how it will impact his business and the county's lodging tax revenue.
- Robyn Knappe, director of EOM, has requested to give a presentation at the March meeting.

Next Tourism Board Meeting – January 9, 2024 on Zoom

Meeting adjourned at 10:21 a.m.

*Respectively submitted,  
Jeannette Steigerwald, Secretary*