

Custer County Tourism Board Meeting

Tuesday, February 14, 2023

Kirkpatrick Bank Conference Room

Call to Order at 9:06a.m.

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

Visitors: Shelly Larson (Jo Studio), Bryan Jordan (VistaWorks), Byron Elliott & Katie Pierce (Westcliffe Outpost), Michael Zolotor, Charlotte Berry (Exceptional Lodging), Charley Ellison (Dark Sky Vacations)

Public Comment: None

Amendments to Agenda: None

Approval of Minutes: January 2023

Guest Presentations:

Westcliffe Outpost (Katie Pierce & Byron Elliott)

- Feedstore property w/4 apartments. Plan on 2 STRs and 1 long term this summer. Bar and outdoor patio reopens in spring. Considering what is best use of the dining space. Working with city to build 6 cabins in back space, first cabin (10x14) to be ready in spring. Have established 501(c)(3) Westcliffe Park Preservation Society to maintain amphitheater and park. All day rental for amphitheater is \$1250.

Exceptional Lodging (Charlotte Berry, Property Manager at Lamp Post Lodge)

- Lamp Post has 7 rooms to accommodate up to 48 people. Dark Sky Suites has 11 units. Hillside Cottages has 5 cottages. Charlotte also bakes cakes!

REPORTS

Chair:

- Motion to approve 2023 Officers: Deb Adams, Chair; Karalin Alsdurf, Vice Chair; Jackie Shepherd, Treasurer; Jeannette Steigerwald, Secretary. Passed.
- Denise Fensholt submitted letter of resignation. Traveling too much this year.
- Granicus Zoom call on 2/13 STR assessment of county. 14 people participated.
- Quarterly Interagency Meeting on 1/11 hosted by WMVCF. Next meeting 4/20.
- 2022 Tourism Review press release was printed in WMV Tribune.
- 2023 KLZR Underwriting Spots have been submitted.
- 2023 Events Calendar has been updated.
- Summer in Valley ad & article will be due in May.
- Sheriff is assembling a mounted posse team for summer events.
- Jessica Hughes ranching article on will be published in 303 Magazine in April.
- Suggest a Trip Advisor audit. Jeannette will review and report.

Financial Review:

- Current fund balance is \$124,180.14
- We maintain 6 URLs, last 3 with zero activity.. VisitWetMountainValley.com
stayforthestars.com comeforthemountains.com wow-colorado.com
visitcustercounty.com custercountytourism.com Annual fee increased to \$32.95 for a yearly total of \$197.70.
- Approval of annual expense for Dropbox \$120. Will try for one year. Google Docs is another option but for now Dropbox is connected to image submissions.

Professional Services:

Jo Studio (Shelly Larson)

- January review. Refer to JSI_WMV_Report-Jan23.pdf for full report.
- Past & Present booklet a work in progress
- Discussion of survey with QR code with no clear objective to pursue.
- Consider a Rainbow Trail sticker (111th Anniversary!)
- Need someone to submit events to colorado.aaa.com/submit-event

VistaWorks (Bryan Jordan)

- January report. Refer to VW_WMV_Review_Jan23.pdf for full report.
- CTO Marketing Grant – received funds from CTO and matching funds. Waiting on Crestone and Nucla/Naturita for \$2500 each. Project is well under way.
- Tourism Management Grant due March 2. Board will review before submission.

Welcome Center:

- 2023 Season will be from March 31 to November 11.
- Scheduling Ambassadors for April and May.

ONGOING BUSINESS

- Attempting to work with other organizations for Community Outreach.
- Fall Peaceful Retreat campaign will be top agenda item at March meeting.

Next Tourism Board Meeting – March 14, 2023

Meeting adjourned at 11:02a.m.

Respectively submitted, Jeannette Steigerwald, Secretary