

## **Custer County Tourism Board Meeting**

**Tuesday, January 10, 2023**

*Kirkpatrick Bank Conference Room*

Call to Order at 9:04 a.m.

Roll Call: Deb Adams, Karalin Alsdurf, Wade Pettis, Jackie Shepherd, Jeannette Steigerwald, (Denise Fensholt-absent)

Visitors: Shelly Larson (Jo Studio), Bryan Jordan (VistaWorks), Charley Ellison, Mattie Burt, Melody DeBenedictis, Ellen Glover (WM Tribune)

Public Comment: Moved to end of meeting

Amendments to Agenda: None

Approval of Minutes: December 2022

Guest Presentations: None

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### **REPORTS**

#### **Chair Report (Deb Adams):**

- Motion to approve 2023 Board: Deb Adams, Chair; Karalin Alsdurf, Vice Chair; Jackie Shepherd, Treasurer; Jeannette Steigerwald, Secretary. Approved.
- Deb, Karalin and Shelly provided overview of CTO Grant 45 min. Support phone call with Elizabeth O'Rear on January 6.

#### **Financial Review (Jackie Shepherd):**

- Current fund balance is \$103,612.27
  - 2022 Lodging Revenue total is \$78,853.07

#### **Professional Services:**

##### **Jo Studio (Shelly Larson)**

- December 2022 report reviewed
  - Past & Present Booklet should be ready for summer
  - WCPA and Silver Cliff Museum brochures pushed to spring
  - Develop window cling messages
  - Newsletter doing well with 25.5% open rate sent to 6888 people. Top 4 Clicks: Horseback riding, Vacation Rentals, Home Page, Boulder Bassoon Quartet.
  - Facebook has 3877 followers. Instagram has 1000 followers.

##### **VistaWorks (Bryan Jordan)**

- Quarterly report reviewed
- CTO Marketing Grant for Colorado Stargazing can be applied for indefinitely. New logo for CTO is available for use.
- CTO Management Grant applications opens today. \$20,000 with \$5,000 match. Grant will compliment Past & Present project with signage, etc.
- Website audit and content development

- Deb will compile a list of items to be added and/or updated and will work on building folder of fresh images from local photographers.
- Will work with Jo Studio for development of shoulder season campaigns.
- Refresh KLZR quarterly radio spots for 2023
- No one from Upper ARK Tourism/Retail Sector has ever reached out to CC.

**Welcome Center (Deb Adams):**

- 2023 Season will be from March 31 to November 11
- Wade and Jackie will flush toilet a few times a week to prevent jamming up.

**ONGOING BUSINESS - None**

**NEW BUSINESS**

- Planning for 2023-2024 – What can Tourism do to help our community?  
Discussion included:
  - Partner with Hello Westcliffe ambassador program photo challenge.
  - Business Outreach Workshop in Spring 2023. Jeannette will assist.
  - Visitor Outbound Survey – Shelly to develop QR code to scan at events.
  - 2nd Saturday Art Walk – We help promote if someone takes over event.
  - Develop Welcome Bag for newcomers – Shelly will assist.
  - Develop Itineraries to update website and create flyers to distribute to accommodations. Karalin will assist.
  - Get guidebook, town map and hiking map into Vacation Rentals.
- Vacation Giveaway – Help stimulate shoulder season travel with a 2-3 day fall giveaway after October 15. Promote all summer long to return to the WMV.
  - Film Festival – Develop for shoulder season in April-May or after October 15. Melody knows someone who does an Equine Film Festival. Person to contact also, Ginger Katherine. She lives in C. Springs and is PT resident in Westcliffe.
  - Other suggestions – Canvas shopping bag, fabric patches. Events to expand market to organized rides, i.e., motorcycle, bicycle, cars, century rides.
  - February meeting will focus on top priorities.

**Public Comment:** Charley Ellison expressed his opinion about direction of Tourism’s continued support of local community and neglecting out-of-county marketing.

Next Board Meeting – February 14, 2023

Meeting adjourned at 11:43 a.m.

*Respectively submitted, Jeannette Steigerwald, Secretary*