

## Custer County Tourism Board Meeting

Tuesday, January 9, 2024

Via Zoom

Call to Order at 9:00 a.m.

Board Roll Call: Deb Adams, Karalin Alsdurf, Wade Pettis, Jackie Shepherd, Jeannette Steigerwald. LOS: Bianca Trenker, John Van Doren, John & Rosanne Mallett, Melody DeBenedictis. Guests: Shelly Larson (Jo

Studio), Commissioner Lucas Epp, Matt Erickson, Charley Ellison, Joanie Wilcox.

Public Comment: None

Amendments to Agenda: None

Approval of Minutes: Dec 2023 *Approved*

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### REPORTS

#### Chair (Deb Adams):

- Introduced new board members who submitted their letters of interest on December 29th to be approved by BOCC on January 10th: Bianca Trenker of Ravens' Lodging; Melody DeBenedictis, fine artist gallery owner and local musician; John Van Doren, creative multi-faceted business leader; John Mallett, short term rental owner and his wife, Rosanne Mallett, as an ex-officio member.
- Motion by Deb, Jeannette 2nd—to appoint same slate of officers for 2024. *Approved*.
- Gave a tourism presentation to the Silver Cliff Board of Trustees on January 2.
- Have spent a lot of time to update [colorado.com](https://colorado.com) landing page for Westcliffe and the Road Trip photos. A lot more data to be entered so a work in progress.
- CTO Management Grant is in a solid first draft. Amy Cassidy has been a great help. We have seven Letters of Support. The request will be for \$20,000 with a \$5,000 match to place new sign kiosks on the Rainbow Trail at Duckett Creek, Comanche/Venable and Grape Creek trailheads. A Rainbow Trail collaboration is forming with US Forest Service, CC Search & Rescue, Trails for All and All the Range.
- KLZR Radio spots need to be updated for 2024.
- There is a Mountain IDEAL Destination Self-Assessment that Deb, John & Shelly will review and have a consult with Bobby Chappell to understand the objective.

#### Financial:

- 2023 lodging tax revenue total of \$104,690.12. Fund balance is \$110,956.09.
- Community outreach expense of \$325 to purchase a 12x12 brick with logo to support the Beckwith Beautification Brick program to fund the care of the gardens. Motion by Deb, Jackie 2nd. *Approved*.
- Vista Works monthly invoice will be \$450 Web Content, \$150 Website Maintenance, \$135 MailChimp. A payment of \$408.65 pays for 7 URLs and Plug-Ins for the year.
- The monthly Century Link invoice of \$66 is prepaid \$500 and will be prepaid again in May.
- Colorado Life will be paid in full for \$3195 for 2 quarter page ads and 1 full page ad.
- Until the county credit cards are straightened out, Deb's Discover credit card will be reimbursed \$33.61 TFA Hiking Guidebook and \$35.20 Ooma, both for Welcome Center. Commissioner Epp is working on straightening out the county credit card situation.

### Professional Services:

#### Jo Studio

- Social Media Report shared on Zoom.
- Quarter page ad submitted to Colorado Life.
- Developing the “Pop-Off” to launch on National Popcorn Day January 19th and run for a month. A friendly community outreach to vote for the best theater style popcorn between the Jones Theater, Valley Ace and Lollipop.

#### VistaWorks

- No report. Requested Website Content for January to be update of Care for Colorado pages.

### Welcome Center:

- Wade will do research about replacing carpet with vinyl wood flooring. Deb will reach out to Donna Hood, the owner of the building, to secure a long-term lease if we improve the space.
- Holly King and Jackie Hoffman, sisters and volunteers for Beckwith Ranch, have volunteered to staff the Welcome Center on Wednesdays during the summer season.
- A total of 275 WMV guidebooks were mailed out in 2023.
- Deb & Shelly will shop for a monitor for the window.

### **ONGOING BUSINESS**

- Strategic Planning Session questions: Over next three years, what are 3 biggest challenges and 3 biggest opportunities? Update 3 Marketing Plan for 2024-2026 after session.

### **PUBLIC COMMENT**

- Joanie Wilcox asked if public was allowed to attend the Strategic Planning. Public is welcome to observe but not comment. She found the meeting very informative and well run.
- Charley Ellison is pleased there are STR owners on the board.

Next Tourism Board Meeting – March 13, 2024 on Zoom

Meeting adjourned at 9:53 a.m.

*Respectively submitted,  
Jeannette Steigerwald, Secretary*