

Custer County Tourism Board Meeting

Tuesday, July 11, 2023

Kirkpatrick Bank Conference Room

Call to Order at 9:05a.m.

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

Visitors: Shelly Larson (Jo Studio), Bryan Jordan (Vista Works), Matt Erickson, Jeff Bivens, Lisa Bivens, Heather Hendrick, Alicia Gonzales, & Vanessa Cruz (Courtyard Country Inn), Janine Leslie (Valhalla Farmz), Buck Wenzel (Silver Cliff Mayor)

Public Comment: None

Amendments to Agenda: None

Approval of Minutes: May 2023 Minutes *Approved*

Guest Presentations:

- Vanessa Cruz from Courtyard Inn updated plans to have 6 new job opportunities and increase occupancy. They will be starting on-line booking with texting and social media exposure. The Inn has 3 EV stations with a cost to use them. They will be starting renovations in October with rooms 1-4. The new name will be "Stellar on Main." She is looking into vending machines for guests to provide food. Also open to ideas for front office space.
- Buck Wenzel spoke about his seven year pursuit and vision to have a Trolley on Main Street from Westcliffe to Silver Cliff. Proposed to run from Memorial Day to Labor Day and could hold up to 20 passengers. He has previously talked to local business owners asking for \$1000 to place an ad on Trolley. Deb and Buck will meet to discuss future plans. Karalin volunteered to be on exploratory committee. Vanessa volunteered to help with grants.
- Janine Leslie from Valhalla Farmz spoke about her business of dome greenhouses, gardening consulting, floral and landscaping and selling local produce.

REPORTS

Chair:

- West Custer County Library is doing a Past & Present Photo Contest for month of July.
- Made presentation to the BOCC on 5/30 to give them an update of activity.
- Jules Marie presented a Google workshop on June 6 with only 4 participants.
- Will attend the Affinity Group meeting on July 18th.
- Will listen in on CTO Destination Stewardship Regional Action Team on July 20th.
- Sent a letter to WC BOT about dark sky lighting and adhering to the lighting resolution.
- Will attend the Tourism Conference in Fort Collins, September 27-29.
- Mark calendars for Thursday, 11/9 for Marketing Grant presentations 5-7pm at library.

Financial Review:

- Fund balance is \$44,118.02 with 62.45% of budget spent.
- Will propose 2024 budget at September meeting.
- Will review contracts for Jo Studio and Vista Works for 2024
- Will consider print advertising in Colorado Life & Royal Gorge Regional booklet.
- A line item called Donations added to our account to be able to take in revenue.

Professional Services:

Jo Studio

- Monthly report reviewed.
- AAW Event Center has a display case (4-26x26) to fill. Will develop for next year.
- Need to create a design agreement for organizations and event posters.

VistaWorks

- Social Media Campaigns & Website Update
- Phone meeting with Lindsay on Monday with Deb, Shelly, and Karalin.
- CTO Marketing Grant for 2024 opens in early August. Will pursue CO Stargazing again.
- CTO Management Grant for 2024 opens beginning of December. We might consider way finding signs or audio tour with Travel Stories.

Welcome Center:

- From 3/31 to 5/28 - 95 hours, 86 visitors, 142 locals. From 6/1 to 7/2 - 70 hrs, 207 visitors, 154 locals. Year to date: 165 hours, 293 visitors, 296 locals.
- Ambassador schedule is solid for summer.
- Distribution of over 5000 Past & Present booklets, half of the supply of booklets.
- New literature bags (500 for \$1030) were ordered and received.
- Town Maps will be reprinted, quantity of 2000 will take us through the rest of year.
- A supply of new pens will be ordered.
- Guidebook mailing: 27 in April, 26 in May, 6 in June. Something is off with requests.

ONGOING BUSINESS

- Will wrap up the Getaway Giveaway details to launch social media campaign from August 15-September 30. Two winners will be selected on October 2.
- Gravel riding will be developed organically and not be pursued with a CTO Grant.
- Will schedule a Strategic Planning Session with Gary Taylor as the facilitator in the fall.

Next Tourism Board Meeting – September 12, 2023

Meeting adjourned at 11:01 a.m.

*Respectively submitted,
Jeannette Steigerwald, Secretary*