

## Custer County Tourism Board Meeting

Tuesday, March 14, 2023

Kirkpatrick Bank Conference Room

Call to Order at 9:05 am

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

Visitors: Shelly Larson (Jo Studio), Bryan Jordan (VistaWorks), Michael Zolotor, Gloria Austin (dog trainer), Bob Fulton (Frontier Pathways), Claudia Morris (Art Harvest)

Public Comment: None

Amendments to Agenda: Claudia Morris added as guest presenter

Approval of Minutes: February 2023 Minutes *Approved*

Guest Presentation: Claudia Morris is a cultural historian born in Hardscrabble Canyon. She is the founder of Art Harvest. They teach adaptability to challenges through creative solutions that emerge through working together. Their efforts focus on one or more key areas that are essential to life: Water, Food, Shelter, Warmth, Health. They are facilitators, not enablers. They call all to the Harvest to lift up the communities we serve in a shared effort for all to thrive.

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### REPORTS

Chair (Deb Adams):

- Establish a board meeting policy that guests may only speak during Public Comment for no more than 3 minutes and are not allowed to interrupt board discussion.
- **Motion** to approve new ex-officio member, Michael Zolotor. *Approved.*
- **Motion** to accept the resignation of Denise Fensholt. *Approved.*
- Various organizations are focusing on community building. Suggest Tourism makes an effort to reach out to individual businesses to find out how we can help them.
- Attended the CCEDC Recharge the Community workshop on 3/9. Another session will be scheduled in April and encourage participation.
- Finished extensive website audit and replaced/added new images and content. Jules Marie supplied content for Pioneer Cemeteries, Mushroom Foraging and Forest Bathing. VistaWorks will polish up content.
- Had visit with Peter Staader, owner of the Hansen Hall. Great open space potential including a possible table tennis tournament in the fall, off-season.
- Webinar on “Using Film Festival Events to Fundraise and Build Community” on 3/2. Melody DeBenedictis is creating a new event—Equus Film & Art Festival planned for 9/29-10/1. Art Harvest is a sponsor.
- Will be making presentation to the BOCC on 3/30 as follow-up of the Granicus presentation and pursuit of the SIPA Grant available in June for STR Identification.
- Met with 3 authors who are planning a Westcliffe Writers Workshop for summer 2024.
- Have updated Event Calendar spreadsheet and will attempt posting on AAA Online.
- Participating in Sangre de Cristo Dark Sky Reserve zoom meetings on 4th Tuesday.
- Had meeting with Sheriff Rich Smith to discuss the new mounted posse and how Tourism can help. **Motion** to sponsor the purchase of four western wear shirts and horse blankets with WMV logo imprinted on back of shirt and corner of blanket. Jo Studio will research. Expense should not be more than \$1000. *Approved.*
- Working on review of first draft of Past & Present booklet. Need to identify all historical images for permission to use from Denver Public Library and History Colorado.
- Had Google Meet call with Stephen Beneski, creative director and co-founder of Gravel Adventure Field Guide to discuss development of gravel grinding in the Wet Mountain

Valley. On the call were Shelly, Bryan, Karalin and Herb Kober from Trails for All. Initial cost is \$45,000 and first available opening is Fall 2023. Possible CTO Management Grant to pursue for 2024. A very impressive website and published guidebooks. [graveladventurefieldguide.com](http://graveladventurefieldguide.com)

#### Financial Review (Jackie Shepherd):

- Q1 Lodging Tax Revenue=\$11,631.05. Fund balance is \$76,550.30.
- **Motion** to increase image license rate from \$75 to \$100 for two year use. 2023 update will cost total of \$2,350 for Content Development with images from Lisa Bivins (7), Scott Dankof (4), Christoph Stopka (10) and Lars Leber (1). Free image use from John Fielder, Dan Ballard, Curt Gillespie, Karen LeBlond and Deb Adams. *Approved.*
- **Motion** for Social Media Budget to be based on 10% of Lodging Tax Revenue from previous year. 2022 Revenue was \$78,853 = \$7885 for 2024 Budget. *Approved.*
- Grant money came in and went out. Crestone owes \$2500 and Nucla/Naturita \$1000.

#### Professional Services:

##### Jo Studio (Shelly Larson)

- Monthly report reviewed.
- MailChimp drip campaign in place for CTO Welcome Leads that begin next month.
- Town Map will be updated in May. Working on Event Flyers for 2023.

##### VistaWorks (Bryan Jordan)

- VW Monthly Report reviewed.
- CTO Marketing Grant “Protect the Night” working with IDA Colorado.
- CTO Management Grant was submitted for Past & Present booklet.
- Bryan proposed to use remaining \$5000 from Social Media budget for two different campaigns. Allotting \$3000 for an ongoing “Awareness” campaign and \$2000 for the not yet named “Getaway Giveaway” campaign.
- Consider Content Development of video snippets for campaigns.

#### Welcome Center (Deb Adams):

- Opening March 31st for season. Ambassador schedule is set for April and May.
- First quarter guidebook mailing of 24. Has slowed down considerably.
- Need to dress up WC sign with fake plants stuck in styrofoam to keep it light.
- Will refresh Media Show with new content.

#### ONGOING BUSINESS

- Trip Advisor audit was done by Jeannette who provided a list of many local businesses that have no presence on Trip Advisor. Need to encourage businesses to “claim their business” on Trip Advisor, Yelp and Google Business Profile. Michael will assist.
- Discussion of “Off-Season Getaway. Deb has secured businesses to participate including Ravens, Bootleggers Bistro, Stage Stop, Peregrine and Llama Trekking.
- Karalin brought up helping Altitude Fitness with their marketing brochure. They are an asset for visitors. **Motion** to approve Jo Studio assist with graphic design. *Approved.*

Next Tourism Board Meeting – April 11, 2023

Meeting adjourned at 11:07a.m.

Respectively submitted, Jeannette Steigerwald, Secretary