

## **Custer County Tourism Board Meeting**

Tuesday, May 9, 2023

Kirkpatrick Bank Conference Room

Call to Order at 9:02 am

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

Visitors: Shelly Larson (Jo Studio), Matt Erickson, Herb Kober, Stacy Fite (Custer County Supply Co.), Bianca Trenker (Ravens'), Monica Kreckle (RAM Outdoor Adventures)

Public Comment: None

Amendments to Agenda: None

Approval of Minutes: April 2023 Minutes *Approved*

Guest Presentations:

Stacy Fite: Custer County Jeep Rentals will have two Jeeps for rent starting Memorial Day weekend. Cost will be \$275 for 1 day, \$250.00 for multiple days. It will be a 24 hour rental with cooler and tents in the Jeeps.

Monica Kreckle: RAM Outdoor Adventures will be renting E Bikes . She has three bikes ready and two on way. They will also rent fishing, hiking, camping gear with a 2-4-8 hour rentals. She is waiting on insurance to go live with rentals. The bikes will be the same kind sold at Custer County Supply.

Bianca Trenker shared a lot of valuable information about Ravens' guests and what they are looking for. Relaxing experiences! "You will love coming here."

### **REPORTS**

Chair:

- CTO Grant Review with Elizabeth O'Rear. Very competitive, 40 applicants, score of 75% or higher received funding. CCTB scored 70.5% (See attachment). Weakness in lack of detail.
- Summer in Valley Tribune supplement set with map sponsorship, 1/4 page ad, two articles and 1/5 of 3rd St Experience ad.
- Attending Interagency meeting on 5/10. On BOCC Agenda for 5/30 to update and to provide CCI Gift Bag with local products valued at \$125.39 with local goods.
- Attending a Peaks Paddle Club meeting on 5/12 who would like to host table tennis and pickle ball tournaments in spring and fall, off season event to bring in visitors.
- Farmer's Market happening in new location this summer while park gets refreshed.
- Westcliffe Jail needs some attention as we have it on the Westcliffe Walking Tour, as simple as sweeping out debris. Will check with town about the condition of sidewalk. The jail is privately owned by left unlocked by the Westcliffe Outpost owners.

Financial Review:

- Fund balance is \$90,743.54 with 50% of budget spent and 25% of revenue received.
- The next two months will have a lot of credit card activity.
- P&P booklet content development of \$706.50 for use of historical images from Denver Public Library and History Colorado. West Custer County Library contributed images for no charge.

## Professional Services:

### Jo Studio

- Monthly report reviewed.
- [Westcliffe-Colorado.com](http://Westcliffe-Colorado.com) URL secured and transferred from GoDaddy for \$1500.
- Past & Present project is at Schusters. 10,000 printed for \$18,829. including delivery.
- Town Map getting printed, 2000 copies (\$739), and ready by end of May.
- Rainbow Trail stickers (\$130) received. Post on FB for donation of \$3 for Trails for All.
- Window clings (\$294) and WMV coasters (\$335) received. Will be distributed.
- Sheriff's mounted posse blankets ordered (\$254). Patches had a minimum order of 30 for both 3" and 6" patches (\$773). [outpatch.org/](http://outpatch.org/) made from plastic into sticker patches with a giving mission. Total \$1039.50.

### VistaWorks

- Lindsay reviewed VW Monthly Report with Deb & Shelly on Zoom on Monday at 10am.
  - Social Media Campaign increased website visits over 50% from last year.

### Welcome Center:

- New window shades replaced broken ones. Wade installed. \$242.87 [blinds.com](http://blinds.com)
- Solid schedule of ambassadors but could always use more volunteers. Will be open Friday, Saturday and Sunday over Memorial, July 4th and Labor Day weekends.

### ONGOING BUSINESS

- Have confirmed following business to participate in "Off-Season Getaway Giveaway." Ravens' for accommodations. Gift cards from Alpine Lodge \$100, Bootleggers \$75, Tony's \$100. Willow Wind will donate a alpaca blanket. Custer County Supply Jeep Rental will offer a jeep rental. Something will be received from Wild Iris Gallery, All the Range, Wild Flour, Sugar Lump/Lollipop, Stage Stop/Zita's, Peregrine, Llama Trekking.

### Next Tourism Board Meeting – June 13, 2023

(Via email it was approved to pass on June meeting for next meeting to be July 11.)

Meeting adjourned at 11:00 a.m.

Respectively submitted,  
Jeannette Steigerwald, Secretary