

Custer County Tourism Board Meeting

Tuesday, November 14, 2023

Kirkpatrick Bank Conference Room

Call to Order at 9:01 a.m.

Board Roll Call: Deb Adams, Karalin Alsdurf,

Public Comment: None

Jackie Shepherd, Jeannette Steigerwald

Amendments to Agenda: None

Guests: Jolie Epp, Commissioner Lucas Epp

Approval of Minutes: Oct 2023 *Approved*

REPORTS

Chair (Deb Adams):

- Getaway Giveaway is set with two winners. First winner booked first weekend in Dec.
- Tourism Topics Discussion Forum on Thursday, November 9 was a great success with a full house of 40 in the Community Room at the West Custer Library. Info about what Tourism has done and is doing was well received. Ideas were generated. A community outreach will be done again in the spring at a larger venue.
- Board Recruitment - Need more board members. Rosanne Mallet has interest to be Ex-Officio for a year. Discussion to have monthly meetings on Zoom with occasional meetings in person. Will have December meeting via Zoom to test run.
- Royal Gorge half page ad with half page advertorial has been submitted and paid for.
- Colorado Life 3x ad campaign has been confirmed. Will run 1/4 page ad in March/April & July/August with full page ad in May/June. Will encourage local businesses to participate.
- Destination Stewardship Priority questionnaire has been sent out via email to see what is important to locals.
- CTO Welcome Leads will pick-up again 4/1/2024 through 10/31/2024.
- CDOT Tourism Oriented Directional Signs (TODS) are available for businesses for a lease of \$250 a year.

Financial Review:

- Fund balance of \$87,133.27 with 96% of budget spent and \$4989.53 left to spend.
- Current revenue \$71676.01 thru October. [Nov payment \$32,722.10 recorded for total of \$104,398.11] A growth of 32.8% from 2022 that translates to \$5.2 million in lodging revenue.
- Zoom annual membership of \$150 for unlimited time and features.
- Colorado Vacation Directory annual rate \$101.65 has been paid.

Professional Services:

Jo Studio (not present)

- No Report

VistaWorks (not present)

- No Report

Welcome Center:

- Closed for Season on Friday, 11/10 with 0 visitors.
- Ambassadors staffed for 392 hours with 756 visitors, 546 locals = 1302. Ten more than 2022.
- Mailed out 30 Guidebooks in October.
- Travel with Rupee Dewan on Facebook gets a lot of shares. Recent post had 334 shares!

ONGOING BUSINESS

- Deb had Zoom meeting with Bryan on 11/9 for discussion of 2024 VW contract. The multi page document was reviewed by the Board. The company structure has changed to a monthly Retainer specifically for consulting and reporting with tasks done for additional fees. This arrangement does not fit the proposed budget and is hard to justify. With this in mind, we will request a non-retainer contract to pay for services we need as we go. Motion by Deb, 2nd by Karalin. Website Maintenance will go up to \$250/month instead of \$139. with a Retainer Contract.
- An update of the Marketing Plan 2024-2026 will be done after the Strategic Planning Session with facilitator Gary Taylor on Tuesday, Feb 13th, 9-12pm, Kirkpatrick Bank conference room.
- CTO Management Grant opens December 5th. Deb, Karalin and Shelly will tackle it working with consultant Amy Cassidy from CTO with 7 hours of technical assistance in Outdoor Recreation. A meeting with Jeff Outhier, Forest Service, will determine green light to move forward with Rainbow Trail signage developed to enhance the visitor experience. Collaborating with Trails for All and Custer County Search and Rescue.

Next Tourism Board Meeting – December 12, 2023 on Zoom

Meeting adjourned at 10:27 a.m.

*Respectively submitted,
Jeannette Steigerwald, Secretary*