

## Custer County Tourism Board Meeting

Tuesday, October 10, 2023

*Kirkpatrick Bank Conference Room*

Call to Order at 9:03 a.m.

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

Guests: Shelly Larson (Jo Studio), Jeff  
Bivens, Matt Erickson, David Lutz (Sentinel)

Public Comment: None

Amendments to Agenda: None

Approval of Minutes: Sept 2023 *Approved*

### **Guest Presentations:**

Andrew Todd with Trails for All on speaker phone. Interested in submitting grant for signage for Rainbow Trail in collaboration with Trails for All. Would like to establish a coalition engaged in conservation and recreation.

### **REPORTS**

#### Chair (Deb Adams):

- Getaway Giveaway was a very successful social media campaign with close to 3000 entrants. Winners were selected and notified.
- Board Recruitment - Need to attract and pursue new board members.
- Tourism Conference Reviewed. 16 pages of notes. Next year's conference in Crested Butte scheduled for September 25-27.
- County is having an issue with credit cards so am using personal Discover card for Tourism expenses including the monthly Ooma charge.
- Received a thank you letter and \$50 donation for providing info and mailing out literature.
- Website directory was hacked again. Sean at VW will fix and increase security.
- The event, EQUUS Film Festival was small but mighty, live streamed across the country.

#### Financial Review:

- Fund balance of \$91,387 with 92% of budget spent. Current revenue at \$70,996.
- Out-of-cycle check was cut to reimburse for expenses of Governor's Tourism conference (\$1415) and Silent Auction that secured 6-month CTO Welcome Leads for \$1050 (value \$2500) and Complete Listing on [colorado.com](https://colorado.com) and in the 2024 Colorado Official State Vacation Guide for \$140 (value \$995).
- Reviewed changes for Proposed 2024 Budget:
  - Annual Budget increase to \$83,000.
  - Contract Labor & Professional Services to \$16,620/yr, \$1385/mo.
  - Welcome Center, additional \$700 to \$6700 to allow for improvements.
  - Content Development at \$4000 to include \$139/month for Website Management
- Royal Gorge Official Visitors Guide ad invoice for \$1270, prepay for 2024.

#### Professional Services:

Jo Studio

- Monthly work reviewed.
- Will design ads for Royal Gorge, Colorado Life and CTO.
- Mail Chimp is up to 9525 subscribers so will go to higher level next year.

VistaWorks (Bryan not present)

- Phone meeting with Lindsay on previous Friday with Deb and Shelly.
- CTO Welcome Leads - 651 in July and 519 in August.
- Social Media Campaigns - Getaway Campaign Stats: \$2000 spent. 10,135 link clicks. 109,280 page engagements. 365,043 impressions. 20¢ per click. Regular Awareness Campaign Stats: \$4006 spent. 29,191 link clicks. 169,767 page engagements. 962,554 impressions. 14¢ per click.
- New VW contract was received for 2024 with questions and concerns to be addressed.

#### Welcome Center:

- Foot traffic has slowed down. Will be open until November 11.
- Additional conation of \$30 given to Trails for All.
- Visitor Services Summit had lots of great info and ideas. We will consider addition of technology including iPad for web use and Square donations. Small monitor in window with info playing all the time.
- Mailed out 60 Guidebooks in September
- CTO Colorado Maps will not be available until January 2024
- Ordered more WC mural small stickers from Sticker Giant, \$356.

#### **ONGOING BUSINESS**

- Tourism Topics Discussion Forum on Thursday, November 9 from 5-8pm. Shelly will create cheese tray, Jeannette will provide sweets, Deb will get lemonade, iced tea and water to drink. Deb will send out email with invite to community stakeholders.

Public Comment by David Lutz inquiring why the Sangre de Cristo Sentinel is not in any Tourism literature. Tourism produces four pieces: WMV Guidebook, Town Map, Hiking Map and the Past & Present booklet.

Next Tourism Board Meeting – November 14, 2023

Meeting adjourned at 10:50 a.m.

*Respectively submitted,  
Jeannette Steigerwald, Secretary*