



HUERFANO COUNTY TOURISM BOARD MINUTES

March 26, 2025 at 2:00 PM

Historic Huerfano County Courthouse 401 Main St Walsenburg

Office: 719-738-3000 ex 200 | Fax: 719-738-3996

Join via Google Meet: meet.google.com/bgy-grno-chd | Meeting ID: bgy-grno-chd

1. CALL TO ORDER

Meeting called to order at 2:05PM.

Greg Garrett

Bob Kennemer

Sarah Jardis

Ella Jones

Robert Gilbert

Hannah Everett

Stacy Cristelli

Gaye Davis

Shannon Alder

Deb Malone

Marilyn Russell

2. APPROVAL OF MINUTES

a. February 19 HCTB Meeting Minutes

Greg motioned to approve, Bob seconded, all in favor.

3. FINANCIAL REPORT

a. Updated Fund Statements & Balance Sheet

Q1 financials were not available yet so no report was given.

4. BILL PAYMENT

a. March 2025 Bill Payment

Bob motioned to approve the resolution, Greg seconded. All in favor.

5. BOARD AND DIRECTOR UPDATES/REPORTS

a. AdPro Report

No AdPro report for March, slides were provided with analytics.

6. PARTNER REPORTS

a. Placer Monthly Update

Discussion was had of reviewing the ten sites on the monthly report and perhaps swapping out some of the known quantities, such as 7th & Main, with other sites for the busy season.

b. TravelStorys 2024 Analytics

Reviewed 2024 tour numbers for all four tours, with Scenic Highway of Legends at 1903 users, Walsenburg 546, Cuchara 416, and La Veta 452.

7. OLD BUSINESS

a. 7th & Main Billboard

AdPro's creative was tabled and direction was given to have the new agency of record work on the billboard creative. If possible, Robert will ask Public Works to remove the old banner, and work on a Coming Soon style banner in the interim.

b. CTO Management Grant

Discussed that the CTO will announce awardees on 4/1 but that it looked favorable; other discussion regarding this project was bundled into the SHOL conversation under New Business.

c. Walsenburg Historic Preservation Committee

Gaye Davis presented on plans for National Historic Preservation Month in May, and outreach work WHPC is doing to promote this event. Discussion was also had about how WHPC is incorporating TravelStorys (Walsenburg) and how the Tourism Board may be able to support with marketing efforts and materials. A letter of support was also provided from HCTB to WHPC for their History Colorado application.

8. NEW BUSINESS

a. La Veta Trails - Geoheritage Initiative - Marilyn Russell

Marilyn presented on the Geoheritage Initiative project, which will focus on the geological impact to history and culture in our area and is being adopted as an early action project by the Spanish Peaks Outdoor Coalition. There will be ways HCTB can work with the Geoheritage Initiative and Greg's idea of a "Rock Festival" may come into play as part of it.

b. Scenic Highway of Legends - Deb Malone

Deb requested HCTB help fund the reprinting of the SHOL brochure - \$1600. This was motioned to approve by Greg, seconded by Bob, and approved by all.

The CTO Management Grant award for the Spanish language translations of TravelStorys was also discussed as SHOL will put \$12k from the CDOT TAP grant towards the project in conjunction with the Management Grant.

SHOL has also selected a firm - THX - from their RFP process for the CDOT TAP grant project.

c. Agency of Record Contract

BOCC approved this contract as submitted; HCTB voted to proceed but make changes to Paragraphs 2b, 2c, and 11 - content creation re: blog reference being switched to newsletter, media buy paid upon county payment schedule, and to change to termination rather than expiration and termination. Bob made the motion, Greg seconded, all in favor.

9. ADJOURNMENT

Discussion was had about the Pueblo Wedding Convention and ways to increase that category in Huerfano County and also work on incorporating it into some of our media campaigns. We also discussed rural tourism without staffing as a type of session for Gov Con. Robert will proceed with suggesting that idea to the CTO.

Bob motioned to adjourn at 3:50PM, Greg seconded, all in favor for adjournment @ 3:50PM.

10. UPCOMING MEETINGS

- a. April 9 - Huerfano County Historic Courthouse - 2PM-4PM - 401 Main St, Walsenburg

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