



HUERFANO COUNTY TOURISM BOARD MINUTES

January 08, 2025 at 2:00 PM

La Veta Public Library - 310 S Main St, La Veta, CO 81055

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

2:02PM

Ella Jones

Bob Kennemer

Greg Garrett

Sarah Jardis

Hannah Everett

Heather Hernandez

Stacey Cristelli

Robert Gilbert

Jack Farley

Jess Brown

2. APPROVAL OF MINUTES

- a. December 18 Meeting Minutes

Bob motioned to approve the December 18 meeting minutes, Greg seconded. All in favor.

3. FINANCIAL REPORT

- a. Updated Fund Statements & Balance Sheet
- b. Updated Sales & Lodging Tax Trends

4. BILL PAYMENT

- a. January 2025 Bill Payment

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

5. BOARD AND DIRECTOR UPDATES/REPORTS

- a. AdPro Report

Jack discussed bot traffic coming to the newsletter signup, as well as updates to the Dine page that he felt would help the perception of the website page on a mobile device. These were approved.

Travel in La Veta during construction later this year was also discussed in terms of ensuring HCTB does a good job of communicating any changes/updates/detours on social media pages for visitors.

Jess will work with Robert on streaming audio production to get streaming audio ads in place.

6. PARTNER REPORTS

a. Placer December Civic Report

Robert was asked to work with Placer on analytics for all of 2024 to see if there were specific hotspots above certain thresholds of visitation improvement, such as 10% or 20% YOY.

7. OLD BUSINESS

a. CrowdRiff

Decision to delay any contract with CrowdRiff until after a new Agency of Record has been selected and onboarded.

b. 7th & Main Billboard

Pictures are being selected for this.

c. Bed Inventory

This is a placeholder to not lose track of this project.

d. CTO Marketing Grant Kickoff

This project is on hold until the new Agency of Record is selected. One key deliverable will be CTO signing off on the location shootlist.

e. TravelStorys

The cost will increase to \$1500 annually.

f. CTO Management Grant

Robert is submitting a grant application for the Spanish translation of all four audio tours hosted through TravelStorys.

8. NEW BUSINESS

a. Agency of Record RFP

HCTB has requested strong involvement on the RFP review process, Robert will work on this with the County.

b. New Advertising Campaigns

- Enchanted Outpost

- Colorado Country Life

- Others?

Pursuing full page ads in Enchanted Outpost and Colorado Country Life were approved - Greg made the motion and Bob seconded it. All in favor. Colorado Country Life will be the EV Charger Map ad. Robert will work with AdPro for Enchanted Outpost creative.

9. ADJOURNMENT

10. UPCOMING MEETINGS

- a. February 12 - Huerfano County Historic Courthouse - 2PM-4PM - 401 Main St, Walsenburg

Huerfano County wants to ensure that everyone has equal access to our programs, activities, and services. To request an Americans with Disability Act (ADA) accommodation, please call 719-738-3000 x200. Submit your request as early as possible, and no later than two business days before the event.