

**Tourism Meeting Minutes**  
**12.13.23**

Sarah Jardis - President  
Stephanie Thomsen - Secretary  
Bob Kennemer - Member  
Gregg Garrett - Member  
Hannah Ferrari - Member

Carl Young – County Admin  
Carlton Croft – Director of Tourism  
Kim Trujillo – County Treasurer  
Robert Gilbert - County  
Alex Jessop – Ad Pro

*Called To Order: 3:04PM*

*December Minutes Approval:*

Sarah had three small corrections  
Bob moves that we accept the minutes and Greg Seconds.

*Financials:*

Sales and Lodging Tax Trends Spreadsheet in Google Drive – Kim has been updating for us.  
Kim explained that in some months there are no financials reported from the state, then you will see them do a catch up on other months that include three months.

YTD: \$68,308

Still waiting on a Travelocity update, Kim has not received an update.

Sarah asked for the Sale Tax as well as Lodging Tax so that we can look month to month to see La Veta versus Walsenburg in the spreadsheet update.

*Bill Payment Resolution:*

Carlton

VistaWorks \$15,000 – Grant

AdPro \$2,295.00

Total: \$17,295.00

Final payment for the grant has to be completed in December. In order to stay clean with CTO we will complete final bill payment but will continue to edit the website.

Stephanie motions to approve the resolution, Gregg seconds. All approve.

*2024 Draft Meeting Schedule:*

Stephanie explained she will have to miss two meetings next year due to maternity leave (Feb / March or March / April) but still has intentions to be a member on the board.

*Partner Reports:*

Panadero / CMP: Contact? Bob explained that Ken Clayton would be the best person to contact.

*AdPro:*

Alex Jessop

Apologized for missing the last two meetings.

Pointed out that most visitors enjoyed the historical posts.

Historically more female than male. More female on Facebook, more male on Instagram, averages out to still female majority interaction. This is atypical from the past and atypical from standard FB/Instagram usages. One working theory is due to a concentration of family-oriented posts.

Facebook Posts

Alex does not have very many winter photos, please send images to AdPro of winter time around Huerfano County.

Asking Panadero Ski Corp to use their images.

Alex would also like images of La Veta / Walsenburg during winter.

Steph just mentioned that she would like to include places all throughout Huerfano County and that we aren't just posting images of Cuchara in Winter.

Steph added that she would like to see different hash tags to pull in people who might not know where la veta, cuchara, Walsenburg, and gardner are. Do more #skicolorado #snowshoecolorado #kidswinteractivities, etc.

Sarah asked to put a link to the Golf Course Campsites so let people know that they can stay there as well on the January 17<sup>th</sup> post.

January 22<sup>nd</sup>

Bob suggested changing out the photo to a Grouse, Tamarin, Road Runner, and birds within the county.

January 24<sup>th</sup>

Sarah suggested keeping image and reference Colorado creative districts. In the future try to target stargazing throughout the county.

January 27<sup>th</sup>

Places to stay in Huerfano County.

Alex discussed the 2024 campaign push of reasons not to travel the i70 travel route and instead find your escape in Huerfano County.

Top states that requested brochures from the website (highest month being in March) Colorado, Texas, Oklahoma, and Kansas.

Alex pulled 2022 Website Leads Report. Top states: Colorado, Texas, California, Kansas, Oklahoma - over 1k total leads from the website, over 900 from brochure requests  
Alex then generated the data from January 2023 through end of October 2023, which showed a dramatic 50% dropoff in lead generation through the website. Colorado, Texas, Illinois, Missouri, Oklahoma were the top states.

In 2023 there was a significant drop in brochure requests. Alex is going to try to understand why there was not a big amount.

Sarah noted that there were stretches in 2023 without media/social media coverage.

Sarah: Can we talk about the difference between guestbook signin, newsletter signup and such, and are they being captured accurately and in a similar manner to the website?

Stephanie: On the new website there is not currently a newsletter section or a guest check-in. Newsletter sign-up at the very bottom of the website.

Alex: for the guestbook, I don't think that's something you necessarily need to include on the new website. It isn't a primary driver. Pointed to low numbers in 2022/2023 and said same numbers from brochure/newsletter sign-up.

Alex explained that she still does not have access to mail chimp... Sarah suggests that Alex and Carl get together to discuss we must get access.

Alex asked if we would like to do Mountains and Mesas / Summer Guide.  
After conversation majority of the board is on the same page that if we are to do anything we should go with Summer Guide.

Sarah says ¼ page Color, majority of the board agrees.

Alex is going to create a mock up on Summer Guide ¼ page to send out to everyone for approval.

*WinterFest Update from Brad:* Meeting tomorrow with Amanda Korth kick off events on Friday night, like a block party. Trying to get sponsorships for ice sculptures throughout Trinidad to Highway 12 all the way to Walsenburg. Scavenger hunt that can broaden the exposure to the entire county including Gardner. February 2-4<sup>th</sup> are still the dates. Also trying to reincorporate the ground hog day breakfast to be an annual event.

*Lindsay Update on Website:*

The team is going to create a new google drive spreadsheet for content / format updates.

Stephanie explained that while Lindsay explained the website is 90% completed, there are multiple items missing from the site. This is not almost ready to be published, so we should

focus on the formatting in hopes to get it published on time followed by content updates once we have satisfied the grant through CTO.

*Tourism Website Host:*

Stephanie moves to change the host of the Tourism Website from within the County over to Go Daddy.com. Bob Kennemer Seconds.

*Gravel Guide Launch Party:*

Sarah reached out to Juan and Stephen about May 4<sup>th</sup> Gravel Guide Launch Party – Base camp registration in Walsenburg. The Routes will be between Walsenburg and La Veta. Sarah reached out to crafty canary and mountain merman to see if that date would be okay for a launch party.

Greg Garrett also offered to allow people to use his restroom or park their camper during those dates.

Sarah also explained that she wasn't sure if it was necessary to do "caution event in progress" and let the sheriffs department know. Carl explained yes we will need to present to the commissioners for permission to use county roads as well as discussing with CDOT / Sheriffs dept.

Could also incorporate a "May the 4<sup>th</sup> Be With You" "Storm Troopers on Bikes" on swag.

*La Veta Short Term Rental Update:*

They approved living in a home for 30 days in order for the residence to be used as a short term rental. This will take effect mid summer of 2024.

Bob will be gone the next 7 days in Cali and will not be able to be in contact frequently.

New Business

Nothing new.

Sarah's term extended another 3 Years.

*Meeting Adjourned:* 5:32pm.