



HUERFANO COUNTY TOURISM BOARD MINUTES

February 19, 2025 at 3:00 PM

Commissioners Meeting Room - 401 Main Street, Suite 309, Walsenburg, CO 81089

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

3:03PM call to order

Bob Kennemer

Greg Garrett

Hannah Everett

Sarah Jardis

Robert Gilbert

Gaye Davis

Stacey Cristelli

2. APPROVAL OF MINUTES

a. January 8th HCTB Meeting Minutes

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

3. FINANCIAL REPORT

a. Updated Fund Statements & Balance Sheet

No financial report given as Q1 numbers are not available yet.

4. BILL PAYMENT

a. February 2025 Bill Payment

Bob motioned to pay the bills, Greg seconded, all in favor.

5. BOARD AND DIRECTOR UPDATES/REPORTS

a. AdPro Report

Jack reported that paid search performed well, with organic right behind it, and solid growth on website traffic and usage in January.

Sarah asked about the top page by user - Newsletter/Visitor's Guide - increased traffic to that page. Some is bot traffic but there were new sign-ups as well.

Jack and AdPro team updated the SPC mobile site to have a better flow and not be as dining-centric as it looked previously on mobile.

Jack noted that female users nearly double male users on social media and that the Spanish Peaks post performed the best, with the Cuchara Mountain Park post technically having more click-throughs than the Spanish Peaks post.

26.7% newsletter open rate in January out of 17,326 sent (4,530).

Billboard creative will be revised and readdressed.

6. PARTNER REPORTS

7. OLD BUSINESS

a. 7th & Main Billboard

Creative will be adjusted but this will likely become a project for the new AoR, and we may do a simple design to get something in the space.

b. New Advertising Channels

Enchanted Outpost has been completed, EV full page ad graphic for Colorado Country Life is in progress.

c. CTO Management Grant

Application was submitted for Spanish language translations of all existing tours in a match with the Highway of Legends board.

8. NEW BUSINESS

a. Walsenburg Historic Preservation Committee - Gaye Davis

Gaye Davis discussed an event in May by the HPC that she wanted TravelStorys support for; as well as expanded marketing options for the tours and different ways to promote them within Walsenburg. Robert will work with TravelStorys to help with some of the requests.

b. CO-150 Commission - Katie Roach

This was briefly discussed but Katie was unable to attend.

9. ADJOURNMENT

Bob motioned to adjourn, Greg seconded. Adjourned at 4:06PM.

10. UPCOMING MEETINGS

a. Agency of Record RFP Review Workshop February 19 4PM (immediately following adjournment)

b. March 12 - La Veta Public Library - 2PM-4PM - 310 S Main St, La Veta

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