



## HUERFANO COUNTY TOURISM BOARD MINUTES

August 14, 2024 at 2:00 PM

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

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

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Join via Google Meet: <https://meet.google.com/pfy-merc-xoc> | Meeting ID: pfy-merc-xoc

### 1. CALL TO ORDER

Called to order without quorum at 2:14 by Sarah

Greg Garrett

Sarah Jardis

Robert Gilbert

Stacy Cristelli

Hannah Everett joined at 2:20, now quorum.

Bob Kennemer joined at 2:52

### 2. APPROVAL OF MINUTES

a. July 10, 2024 HCTB Meeting Minutes

Greg motioned, Hannah seconded, all in favor.

### 3. FINANCIAL REPORT

a. Updated Fund Statements & Balance Sheet

Updated balance sheet was provided. Still awaiting the next quarter's lodging tax revenue.

b. Updated Sales & Lodging Tax Trends

### 4. BILL PAYMENT

a. August 2024 Bill Payment

Motion to approve by Greg, seconded by Hannah, all in favor.

Second resolution motion to approve by Greg. Hannah seconded. All in favor.

### 5. BOARD AND DIRECTOR UPDATES/REPORTS

a. AdPro Report

AdPro reported improving numbers on the website and declining numbers on the Facebook page. Discussion was had about geofencing in April-August, expanding the

reach of some ads into potentially new markets like Wyoming, New Mexico, Arizona, and even the Pacific Northwest, and an overview of AdPro's two budget proposals for 2025 was reviewed.

## **6. PARTNER REPORTS**

### **a. July 2024 Placer Monthly Civic Report**

**Spent time reviewing the June and July Monthly Placer reports, which evolved into discussing demographics, states (and zip codes) visitors are coming from, how to address advertising (double-down on areas people are already coming from, or expand to areas people are not, or are coming at a reduced rate), and what data would be most useful for AdPro. Robert and Alex are to meet and give Alex as much data as possible from the Placer interface.**

### **b. 2023 CTO Report Huerfano Data**

**Brief overview of what the state-level tourism report said happened in Huerfano in terms of visitation and economic impact through tourism.**

### **c. TravelStorys Q1 & Q2 Reports & Quotes**

**Bob abstained**

**Greg motioned \$980 max, only rack cards and limited posters - Hannah seconded, all in favor.**

## **7. OLD BUSINESS**

### **a. Signs by Scott - Update**

**Greg saw the updated billboard, it looks excellent. Invoice will be paid in the August County vendor run if it arrives in time as it was previously approved by the board, but it will still be in the September meeting in that case to be ratified.**

### **b. Fruita Colorado Welcome Center Study Trip - Update**

**Due to logistical issues, Fruita is delaying their September 2024 trip until possibly early May 2025.**

## **8. NEW BUSINESS**

### **a. SLVTA August 27, 2024 Board Meeting**

**Discussion of whether or not to attend SLVTA board meetings now and then to keep a presence and Robert's general standing conflict with BOCC meetings that occur at the same time. Remote options are available, so this may be something Board members could rotate.**

### **b. GovCon 2024**

**Greg got a scholarship to attend as a first-timer, and Sarah and Robert are also attending. GovCon will occur in late September.**

### **c. 2025 Budget Prep**

**General discussion over priorities for next year's budget was had, including potentially expanding into some print media again and the need for a small refresh to the visitor's guide.**

- d. CTO Marketing Grant Fall 2024

**Debate was had over whether or not to pursue a CTO Marketing Grant this fall for FY2025. It was generally decided to pursue a grant for less than the full value but with the desire to create new audiovisual materials that can be used in a multitude of ways.**

- e. SPC Guide Revision

**A small refresh, taking out the year and any other minor changes, with a limited reprint of guides, was decided upon for 2025, with the thought of revamping the guide in 2026.**

## **9. ADJOURNMENT**

**Bob motioned to adjourn, seconded by Greg, all in favor. Adjourned at 5:22PM.**

## **10. UPCOMING MEETINGS**

- a. September 11, 2024