



## **HUERFANO COUNTY TOURISM BOARD MINUTES**

**December 18, 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**

Attendance:

Lonnie Goutermont, Stacey Koury, Stacy Cristelli, Ella Jones, Jess Brown, Jack Farley, Hannah Everett, Greg Garrett, Bob Kennemer, Sarah Jardis, Robert Gilbert, Castille Barry, Heather Hernandez, Carl Young

Called to Order @ 2:05PM

### **2. APPROVAL OF MINUTES**

#### **a. November 13 Meeting Minutes**

Greg motioned to approve the 11/13 meeting minutes. Hannah seconded. All in favor.

### **3. FINANCIAL REPORT**

#### **a. Updated Fund Statements & Balance Sheet**

Robert reported on a strong lodging tax year that brought in over \$110k in revenue, as well as noted that HCTB was under budget in FY2024. Discussion was had on whether or not the revenue was driven by higher prices or increased visitation, or a combination of both factors. Discussion was also had about exploring additional advertising campaigns in 2025.

#### **b. Updated Sales & Lodging Tax Trends**

### **4. BILL PAYMENT**

#### **a. December 2024 Bill Payment**

Bob motioned to approve. Greg seconded. All in favor.

### **5. BOARD AND DIRECTOR UPDATES/REPORTS**

#### **a. AdPro Report**

Jack reported on digital media output and also offered suggestions on optimizing the layout of the SPC website due to the heavy mobile usage it receives.

Jess reviewed social media posts and billboard creative, and direction was given to source the transition USB drive from VistaWorks that Carlton had received in order to find some photos that weren't in the Google Drive.

Additional discussion was had about the revised final size of the proposed billboard - 9ft10" H by 40' long.

Greg suggested that the last post of the month should be an event calendar for the next month.

## **6. PARTNER REPORTS**

### **a. Placer December Civic Report**

Robert noted the strong summer visitation but also reviewed shoulder season visitation and observed the trends for what months were high/low, noting a spike in March likely associated with Spring Break, February as the lowest visitation, June at 319k, July at 386k, and August just under 300k as the highest visitation months. The numbers corroborate what has been seen and experienced as the busiest months, but it helps identify areas of improvement and how to plan for the busiest months.

## **7. OLD BUSINESS**

### **a. CrowdRiff Presentation**

Castille Barry from CrowdRiff presented on the platform and provided a demo to HCTB to review after the meeting. A decision has not been made yet on whether or not to pursue: while the platform would support a desire to see more user-generated content, there is trepidation that there is not enough currently-generated content for the platform to be successful at this time.

### **b. 7th & Main Billboard**

Final designs have not been approved yet; however, Huerfano County Public Works was able to review the space and determine the optimal size for the banner and confirmed their ability to install it when ready.

### **c. Domain Name Purchase**

The board decided to proceed with `explorespc` over `experiencespc`. Greg motioned, Bob seconded, all in favor.

### **d. Bed Inventory**

Sarah has requested that the Board compile a bed inventory for the County so that we have an idea of the overall volume the County can handle. Each board member would work on a section of the County.

### **e. CTO Marketing Grant Kickoff**

Robert reported that the CTO Marketing Grant kickoff meeting would be later in the week and that he would follow up next HCTB meeting with a review of what to expect.

### **f. TravelStorys**

Two-fold discussion on TravelStorys:

1) Follow-up on ADA accessibility due to new CO laws going into effect in July 2025;

2) Reviewed a proposal to do Spanish language translations to all TS tours for \$24,777 as well as increasing the County's annual subscription cost to \$1500.

## **8. NEW BUSINESS**

### **a. CTO Management Grant**

Robert proposed pursuing this grant to accomplish two objectives:

1) Fund half of the TravelStorys proposal in conjunction with \$12k from Scenic Highway of Legends;

2) Revise and update the HCTB strategic plan.

**9. ADJOURNMENT**

**10. UPCOMING MEETINGS**

January 8 - La Veta Public Library - 2PM-4PM - 310 S Main Street, La Veta