



HUERFANO COUNTY TOURISM BOARD MINUTES

June 12, 2024 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: <https://meet.google.com/pfy-merc-xoc> | **Meeting ID:** pfy-merc-xoc

1. CALL TO ORDER

3:03PM

Brad Reitmair

Greg Garrett

Robert Gilbert

Sarah Jardis

Hannah Everett

Stacy Decker

Stacy Cristelli

Alex Jessop

Laurie Dickey

2. APPROVAL OF MINUTES

a. May 8, 2024

Greg motions for both minutes, Hannah seconds. Approved.

b. May 17, 2024 Special Meeting

3. FINANCIAL REPORT

a. Updated Fund Statements & Balance Sheet

b. Updated Sales & Lodging Tax Trends

4. BILL PAYMENT

a. June 2024 Bill Payment

Motion by Greg, seconded by Hannah. Approved.

5. BOARD AND DIRECTOR UPDATES/REPORTS

a. AdPro Report

AdPro reported on website and social. The website is doing substantially better than it was but data is still a little limited; AdPro will put together a YTD report in July so that we have something to submit to CTO as a follow-up to our final grant report.

AdPro will also research more geofencing options for advertising, including at Love's, as a result of Placer data.

Social will start transitioning to Visit Spanish Peaks Country to get around the FB paid social block on Spanish Peaks Country page.

6. PARTNER REPORTS

a. Colorado Welcome Center - Fruita

Jackie talked about Fruita's Welcome Center, the number of visitors received, their goals of encouraging people to travel through the middle of the state and down to the Huerfano region, and the planned study trip in September with 10-15 of their volunteers. Fruita's Welcome Center will also be the pilot site for the new CWC model that was unveiled earlier this year.

b. Museum of Friends

Maria was able to present on the upcoming art exhibits and share her press release, which we provided to Alex with AdPro to also be added to the website event calendar and shared as able on social media.

7. OLD BUSINESS

a. Placer.ai Discussion

We discussed developing a template for Placer reports to quickly distill some of the most valuable information. We also discussed figuring out how to get data on trailheads, fishing spots, and bike trails. The solution seems to be primarily geofencing but traffic pins at strategic locations may work as well. KML files can also be added for parks and trails.

b. Signs by Scott

Signs by Scott will provide an updated quote for adding both a bike and a golf symbol to the Highway 12/160 billboards that we can hopefully vote on on July 10.

8. NEW BUSINESS

a. Spanish Peaks Outdoor Coalition

The first SPOC kick-off meeting will be held virtually on June 13. This meeting will set the groundwork established by the Huerfano RTAP Plan and the Las Animas Outdoor Recreation and Economic Impact Study and will be hosted by CDR Associates, the firm that completed the Las Animas study and has been hired to help facilitate and coordinate the launch of SPOC itself, as well as the regional strategy between our counties. Bob and Sarah said they would attend.

9. ADJOURNMENT

Brad Reitmair from Huerfano Chamber of Commerce asked again for a contribution from HCTB towards the Chamber that would assist with opening the La Veta train depot as a part-time visitors' center. HCTB requested a formal proposal with a budget to ensure that any funds contributed are allotted to expenses allowed by statute.

Adjourned at 5:30.

10. UPCOMING MEETINGS

- a. July 10 at La Veta Public Library, 310 S Main St La Veta, CO 2PM-3:30PM