



HUERFANO COUNTY TOURISM BOARD MINUTES

July 10, 2024 at 2:00 PM

La Veta Public Library - 310 S Main St, La Veta, CO 81055

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

2:03pm

Jenny Ives & Dave - Lathrop State Park CPW

Greg Garrett

Bob Kennemer

Hannah Everett

Sarah Jardis

Robert Gilbert

Susan Hanneman

Jill Schwarz

Debra Malone

Kim Trujillo

Brad Reitmair

Alex Jessop

2. APPROVAL OF MINUTES

a. June 12, 2024

Hannah motions to accept minutes as presented from June 12. Greg seconds. Motion passes, Bob Kennemer abstains.

3. FINANCIAL REPORT

a. Updated Fund Statements & Balance Sheet

Kim presented on the updated numbers, which are similar to last year's but do not currently show any significant growth; however, we were well above average with lodging tax in May, with a higher month of May than any previous year. This may bode well for the rest of the year.

- b. Updated Sales & Lodging Tax Trends

4. BILL PAYMENT

- a. July 2024 Bill Payment

Bob moves to make the bill payment. Hannah seconds. Motion passes.

5. BOARD AND DIRECTOR UPDATES/REPORTS

- a. AdPro Report

Seeing positive results, and should see more positive returns on the website as paid search is implemented more and longer. Alex explained that numbers look down on some of the website pages as the metrics are calculated comparatively to last year, and the pages do not necessarily have an equivalent page from last year. We also discussed an issue with the Event Calendar plug-in that Robert will follow-up on with Alex and other entities as needed.

Sarah mentioned that the Instagram account especially continues to post about events on the same day they occur but not with any lead time for visitors to plan to attend the event.

There was also discussion to piggyback off of Caveman Fest and highlight our region as a place to visit on the way to or from Caveman.

Discussion was had about Alex and her team preparing the 2025 budget proposal for their scope of work ideally by the August HCTB meeting.

6. PARTNER REPORTS

- a. Huerfano County Chamber of Commerce

Brad Reitmair from HCED gave a short update on the Chamber's efforts, including highlighting the 7/15 charity golf tournament and the scavenger hunt.

7. OLD BUSINESS

- a. Spanish Peaks Outdoor Coalition

Robert reminded the board that SPOC was having an in-person kickoff meeting the next day, 7/11, at the Lathrop State Park Visitor Center if any board members wanted to attend. Sarah, Greg, and Bob all intended to attend.

- b. Signs by Scott

Greg motioned to proceed with the Signs by Scott quote for international golfer and cyclist symbols to be added to the Highway 12-160 billboards and to have Signs by Scott check the installation as it was reported that a sign strap may be failing. Hannah seconded the motion; all voted in favor.

8. NEW BUSINESS

- a. La Veta Creative District

Susan and Jill talked about LVCD's efforts and current events, as well as their marketing and their requirements to maintain creative district status in their upcoming 2025 renewal. She also discussed the idea of HCTB or another government entity serving as some form of grant financial backer (perhaps fiscal agent) where the entity would be able to show to grant award committees that LVCD would have access to grant matching funds.

Due to a bad County budget year, the County is not sure of their ability to meet their \$5K commitment to LVCD in the 2024 budget. LVCD has asked HCTB if they can help by contributing towards advertising costs for LVCD.

After budget review, Robert suggested to HCTB that they support LVCD with \$3K towards advertising and to maintain a County-level support of LVCD's creative district standing in order to support their re-certification in 2025, and ask LVCD to request the BOCC make a \$2K contribution instead of their previous \$5K commitment.

Bob made that motion, seconded by Greg. All voted in favor. Susan is to draft a letter to HCTB formally requesting the funding and explaining what it is used for in order to maintain statutory compliance for HCTB monies.

b. Scenic Highway of Legends Board

Debra Malone requested the HCTB confirm their support of Robert joining the SHOL board. Greg motioned to ratify this; Bob seconded. All voted in favor.

Debra also discussed the 2026 anniversary for CO and the USA and how there will be plans for supportive events and media campaigns. She also mentioned a website error on the SPC site with an old redirect - Alex noted this and it will be fixed.

c. HCTB Board Member Recruitment

General discussion was held about how to approach recruiting a new member to fill the seat vacated by Stephanie Thomsen. One idea was to approach the new owner(s) of The Sands. HCTB members will continue brainstorming.

d. Independence Day Recap

Jenny Ives, Senior Ranger @ Lathrop State Park, accompanied by Dave, talked about the attendance for the County fireworks show on 7/4 at Lathrop. CPW is in firm support of the show; there were no real issues with the audience and no citations given, and CPW complimented the cleanup efforts by the County crew on Friday morning 7/5. CPW would love to continue hosting for years to come at the Lathrop location.

Placer data showed over 1100 visitors to the Cuerno Verde beach/trail area (the primary viewing location). Data was not available for who may have watched the show from SPRHC or the Walsenburg Golf Course.

e. Walsenburg HCTB Meeting Time

Greg motioned to move the Walsenburg HCTB meeting time back to 2PM-4PM rather than 3PM-5PM. Bob seconded. All voted in favor for this to be in effect starting in August 2024.

9. ADJOURNMENT

Other Notes: Greg discussed Wild Sand Magazine and the Camping World Trilogy and how La Veta Pines "in the shadow of the Spanish Peaks" was mentioned. Greg also talked about the distance bike ride that came through La Veta and how there were 26 solo cyclists in addition to a variety of 4-8 man teams and support cars that came through. Some teams will have race cars and chase cars. This brings in a somewhat untapped niche demographic of people and Greg was able to encourage those in support vehicles to use TravelStorys and gave out tons of the gravel guides.

Robert will check with Stephen/Juan on if we need to order additional copies of the gravel guides.

ADJOURNMENT

Greg motioned to adjourn at 4:48, Bob seconded, all in favor.

10. UPCOMING MEETINGS

- a. August 14, 2024