



## **HUERFANO COUNTY TOURISM BOARD MINUTES**

**November 13, 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**

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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 at 2:06PM without a quorum.

Attendees:

Greg Garrett, Sarah Jardis, Robert Gilbert, Jack Farley, Jess Brown, Bob Kennemer at 2:20 (quorum achieved).

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

#### **a. October 16 Meeting Minutes**

Greg moves to approve the minutes, Bob seconds, all in favor.

### **3. FINANCIAL REPORT**

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

November lodging tax revenues were not yet available.

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

No updated numbers were available.

### **4. BILL PAYMENT**

#### **a. November 2024 Bill Payment**

Bob moves to approve bill payment in full, Greg seconds. All in favor.

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

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

Jack Farley gave a digital content report and mentioned that there was a 29% increase in October in out-of-state web traffic, with 93% of it coming from mobile devices. Jack will provide campaign visuals for the December meeting. The history post on FB had the most clicks. Our newsletter had 4447 opens and a 27% click rate. Sarah noted that some of the additional traffic could have come from the connection with front range weather reports and meteorologists who are followed on social media.

Jess will work on a holiday market post and flyer based on compiled data from Sarah/HCTB. A discussion was also had about some educational efforts on public/private lands in Huerfano County.

Greg offered to share La Veta holiday photos. Jess asked HCTB to select photos for the billboard design and Greg pointed out one photo was duplicated.

Jess will try to have additional members of AdPro's team help report and Jack will follow up on some of his updates in December.

## **6. PARTNER REPORTS**

### **a. November Placer Monthly Civic Report**

Discussion was had to add both Thea Chase and Jess Brown to the Placer interface. Sean Brooks is the new customer account representative.

## **7. OLD BUSINESS**

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

Billboard design is still under development but is making progress. The goal is to have a seasonal component as well as an interactive photo opportunity component.

## **8. NEW BUSINESS**

### **a. CrowdRiff**

CrowdRiff's proposal was reviewed and while their system is appealing, there is concern about how much usable user-content is consistently generated in Huerfano County. HCTB has asked Robert to set up a demo with CrowdRiff in the December meeting.

### **b. Zartico**

The value of Zartico's data system was discussed, as it includes credit card transactions. Long-term, considering a way to split the cost between HCED and HCTB is ideal as the data can benefit both parties in different ways.

### **c. CTO Marketing Grant Kickoff & Timeline**

There will be a kickoff meeting in January to discuss this grant and the implementation of it.

### **d. Domain Name Purchase**

The board has not decided on experiencespc.com or explorespc.com but this will be determined as the billboard design is finalized.

## **9. ADJOURNMENT**

Bob moves to adjourn at 4:20PM, Greg seconds, all in favor.

## **10. UPCOMING MEETINGS**

December 11 - Huerfano County Historic Courthouse - 2PM-4PM - 401 Main St, Walsenburg