



HUERFANO COUNTY TOURISM BOARD MINUTES

October 16, 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

Called to order @ 3:12PM.

Greg Garrett

Bob Kennemer

Sarah Jardis

Robert Gilbert

Alex Jessop

Stacy Cristelli

2. APPROVAL OF MINUTES

a. September 11 Meeting Minutes

Greg motioned to accept the September 11 Meeting Minutes, Bob seconded - all in favor.

3. FINANCIAL REPORT

a. Updated Fund Statements & Balance Sheet

Discussed revenues to-date and optimistic outlook for the end of 2024 in terms of lodging tax revenue.

b. Updated Sales & Lodging Tax Trends

4. BILL PAYMENT

a. October 2024 Bill Payment

Greg motioned to pay all bills; Bob seconded - all in favor.

5. BOARD AND DIRECTOR UPDATES/REPORTS

a. AdPro Report

AdPro discussed upcoming socials, website performance, and social media performance. Alex noted that Huerfano County has the most frequent UFO sightings in Colorado, per capita.

Discussion was had to focus on the Walsenburg Parade of Lights and the weeks of the 11th and 18th to mention small businesses and holiday events.

Alex and Robert were given a directive to develop an internal calendar to include CTO deadlines and marketing co-op programs.

6. PARTNER REPORTS

- a. October Placer Monthly Civic Report

7. OLD BUSINESS

- a. 7th & Main Billboard

AdPro is working on design concepts that include an interchangeable section and interactive selfie spot.

- b. 2024 Annual Report

Robert will work on this with a draft for January and the final in February/March.

8. NEW BUSINESS

- a. 2024 GovCon

Sarah discussed the visitors' centers as community resilience hubs information, and AdPro/Tourism/HCED working together.

Free cobranding opportunities with the CTO were discussed, the value of international tourism across the state, Huerfano County's above-average performance, and the Inclusive Guide and Greg's challenge event were also discussed.

- b. EV Charging @ Walsenburg Mining Museum

This was pulled from the agenda due to a delay in acquiring information.

- c. Texas Monthly

This may be an option to pursue for additional advertising.

9. ADJOURNMENT

10. UPCOMING MEETINGS

- a. November 13, 2024 - La Veta Public Library - 310 S Main St, La Veta, CO 81055 2PM-4PM