



## HUERFANO COUNTY TOURISM BOARD MINUTES

September 11, 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

The meeting was called to order at 2:04PM.

Attendees:

Alex Jessop

Hannah Everett

Sarah Jardis

Greg Garrett

Bob Kennemer

Robert Gilbert

### 2. APPROVAL OF MINUTES

#### a. August 14, 2024 HCTB Meeting Minutes

Greg motioned to approve, Bob seconded, all in favor.

### 3. FINANCIAL REPORT

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

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

Robert reported on August lodging tax revenue of \$26,611. Both August and May lodging tax revenues were the highest recorded respective months for Huerfano County.

### 4. BILL PAYMENT

#### a. September 2024 Bill Payment

Greg motioned to approve bill payment, Bob seconded, all in favor.

### 5. BOARD AND DIRECTOR UPDATES/REPORTS

#### a. AdPro Report

Alex from AdPro reported on increased clicks and click throughs, 14 new followers, Facebook has been up, Instagram has been down, and also discussed the Wheelhouse collaboration through Public Relations.

Bob suggested doing a regular, periodical video update from Tourism

## **6. PARTNER REPORTS**

### **a. August 2024 Placer Monthly Civic Report**

We discussed numbers that suggested a bit of a drop in August visitation. Discussion was had on adding additional points of interest into the system, such as Miner's Plaza.

## **7. OLD BUSINESS**

### **a. 2025 CTO Marketing Grant Application Review**

Robert and Alex reported on completing the CTO marketing grant application and thanked Hannah and Fox Theatre Walsenburg for completing letters of support on short notice.

## **8. NEW BUSINESS**

### **a. 2025 HCTB Budget Draft Proposal**

Bob motioned to approve the draft proposed budget conditioned on a wording change. Greg seconded, and all voted in favor.

### **b. Billboards Discussion**

Greg motioned to pursue working with Rich McEntee for the billboard at the alley by 7th & Main. Bob seconded and all voted in favor.

### **c. Wheelhouse & HCTB Collaboration**

HCTB, through AdPro, will collaborate with The Wheelhouse to provide seminars to assist in small business development.

## **9. ADJOURNMENT**

Bob motioned to adjourn at 4PM; Greg seconded the motion. All voted in favor.

## **10. UPCOMING MEETINGS**

### **a. October 9, 2024 2PM-4PM 401 Main St Walsenburg, CO 81089**