



HUERFANO COUNTY TOURISM BOARD AGENDA

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

Join via Google Meet: <https://meet.google.com/pfy-merc-xoc> | **Meeting ID:** pfy-merc-xoc

- 1. CALL TO ORDER**
- 2. APPROVAL OF MINUTES**
 - a. August 14, 2024 HCTB Meeting Minutes
- 3. FINANCIAL REPORT**
 - a. Updated Fund Statements & Balance Sheet
 - b. Updated Sales & Lodging Tax Trends
- 4. BILL PAYMENT**
 - a. September 2024 Bill Payment
- 5. BOARD AND DIRECTOR UPDATES/REPORTS**
 - a. AdPro Report
- 6. PARTNER REPORTS**
 - a. August 2024 Placer Monthly Civic Report
- 7. OLD BUSINESS**
 - a. 2025 CTO Marketing Grant Application Review
- 8. NEW BUSINESS**
 - a. 2025 HCTB Budget Draft Proposal
 - b. Billboards Discussion
 - c. Wheelhouse & HCTB Collaboration
- 9. ADJOURNMENT**
- 10. UPCOMING MEETINGS**
 - a. **October 9, 2024 2PM-4PM 401 Main St Walsenburg, CO 81089**