



## HUERFANO COUNTY TOURISM BOARD AGENDA

January 08, 2025 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: [meet.google.com/bgy-grno-chd](https://meet.google.com/bgy-grno-chd) | Meeting ID: bgy-grno-chd

1. **CALL TO ORDER**
2. **APPROVAL OF MINUTES**
  - a. December 18 Meeting Minutes
3. **FINANCIAL REPORT**
  - a. Updated Fund Statements & Balance Sheet
  - b. Updated Sales & Lodging Tax Trends
4. **BILL PAYMENT**
  - a. January 2025 Bill Payment
5. **BOARD AND DIRECTOR UPDATES/REPORTS**
  - a. AdPro Report
6. **PARTNER REPORTS**
  - a. Placer December Civic Report
7. **OLD BUSINESS**
  - a. CrowdRiff
  - b. 7th & Main Billboard
  - c. Bed Inventory
  - d. CTO Marketing Grant Kickoff
  - e. TravelStorys
  - f. CTO Management Grant
8. **NEW BUSINESS**
  - a. Agency of Record RFP
  - b. New Advertising Campaigns
    - Enchanted Outpost
    - Colorado Country Life

- Others?

**9. ADJOURNMENT**

**10. UPCOMING MEETINGS**

- a.** February 12 - Huerfano County Historic Courthouse - 2PM-4PM - 401 Main St, Walsenburg

Huerfano County wants to ensure that everyone has equal access to our programs, activities, and services. To request an Americans with Disability Act (ADA) accommodation, please call 719-738-3000 x200. Submit your request as early as possible, and no later than two business days before the event.