



HUERFANO COUNTY TOURISM BOARD AGENDA

May 08, 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. April 10, 2024
- 3. FINANCIAL REPORT**
 - a. Updated Fund Statements & Balance Sheet
 - b. Updated Sales & Lodging Tax Trends
- 4. BILL PAYMENT**
 - a. May 2024 Bill Payment
 - b. Placer.ai Contract Ratification
 - c. Scenic Highway of Legends Membership Ratification
- 5. BOARD AND DIRECTOR UPDATES/REPORTS**
 - a. AdPro Report
- 6. PARTNER REPORTS**
- 7. OLD BUSINESS**
 - a. May 4 Gravel Ride
 - b. May 15 Community Meeting
- 8. NEW BUSINESS**
 - a. Stephanie Thomsen Resignation from Tourism Board
 - b. Destination Blueprint
 - c. Colorado Welcome Center - Fruita Collaboration
- 9. ADJOURNMENT**
- 10. UPCOMING MEETINGS**
 - a. June 12 at Huerfano County Courthouse, 401 Main Street, Walsenburg 3PM-4:30PM