



## HUERFANO COUNTY TOURISM BOARD AGENDA

March 13, 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**
2. **APPROVAL OF MINUTES**
  - a. February 14, 2024 Meeting Minutes
3. **FINANCIAL REPORT**
  - a. Updated Fund Statements & Balance Sheet
  - b. Updated Sales & Lodging Tax Trends
4. **BILL PAYMENT**
  - a. March 2024 Bill Payment
5. **BOARD AND DIRECTOR UPDATES/REPORTS**
  - a. AdPro Report
6. **PARTNER REPORTS**
7. **OLD BUSINESS**
  - a. Grandote Golf Course Billboard Request Update
  - b. Gravel Guide May 4th Social Ride
  - c. Collateral Assessment
8. **NEW BUSINESS**
  - a. Discussion of CTO Marketing Co-Op Options
  - b. Placer.ai Data Conversation & Upcoming Demo
  - c. Destination Stewardship Update
  - d. RTAP Community Workshop
  - e. Community Partner Meeting Planning
9. **ADJOURNMENT**
10. **UPCOMING MEETINGS**