



HUERFANO COUNTY TOURISM BOARD MINUTES

February 14, 2024 at 3:00 PM

Commissioners Meeting Room - 401 Main Street, Suite 309, Walsenburg, CO 81089

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

3:06PM

Attendees:

Stacey Koury

Stacy Cristelli

Greg Garrett

Bob Kennemer

Sarah Jardis

Carl Young

Robert Gilbert

Hannah Everett

Brad Reitmair

Alex Jessup

Ashley Vandagriff

Debra Malone

2. APPROVAL OF MINUTES

a. January 10, 2024 Meeting Minutes

3. FINANCIAL REPORT

a. Updated Fund Statements & Balance Sheet

b. Updated Sales & Lodging Tax Trends

4. BILL PAYMENT

a. Resolution No. 24-02-TB Reimbursement Authorization for Huerfano County for February MailChimp Access

5. BOARD AND DIRECTOR UPDATES/REPORTS

a. AdPro Report

Social media performance is improving in terms of non-follower page interactions on FB.

Instagram also improving.

MailChimp newsletter will see better success with regular deployments. One out of 5 opens.

In-person marketing piece for partner desks especially ahead of spring community engagement events.

2023 socials did well on Sundays, incorporating Sunday posts in March social posts.

Swap Spring Skiing photos with snow cat @ CMP - Heather Curtis post(s)

Register cards with #SPC

Mining Museum post update due to seasonal schedule

Wildlife Wednesday - hunting post tied into what's seasonally appropriate, highlight where to go, turkey hunting @ Lathrop and elsewhere, over the counter turkey hunting license in Huerfano

Include Care for Colorado messaging into wildlife messaging

Spring Break posts, Highway of Legends audio tour focus for those driving through

Use the alternate logo on pictures that the SPC logo is more difficult to use.

Cuchara full-moon howl & growl

May 4th

Paid social details and proposal will be sent to Robert and shared with the Board for March

Be Legendary or Where Legends Roam - discussion

How does the phrasing work - stand on its own - leave no trace, CTO messaging, highway of legends, legendary for outdoor rec.

"Build your legend"

Greg: post it on social media and see what gets better reaction

Royal Gorge - keep it "gorge-ous" - water bottle & pledge

Debra Malone supports AB test idea.

Hannah, Sarah, Greg bios for HCTB for the website

Website content editing - AdPro has admin access, hosting has gone through GoDaddy.

b. SPC Website Launch Update

6. PARTNER REPORTS

a. Museum of Friends

Maria was unable to present, but shared a thank-you letter for a donation from HCTB to MoF that highlighted upcoming 2024 exhibits and the fundraising gala.

b. OSO Cold Festival Report

Needed more planning time, weather was a negative impact, but it still got off the ground.

Crafty Canary, Mountain Merman, CMP, Walsenburg Mercantile benefited from it. Scavenger hunt was a hit. Ice sculptures were liked.

7. OLD BUSINESS

a. Gravel Adventures Social Ride May 4th

Committed to the date for the social ride; starting location Walsenburg Mercantile. 8:45AM start time.

They will promote getting a free guide. "Small Batch Gravel" - Legend of Grandote Gravel route will be highlighted

asked for a \$900 donation to cover banners, Spring Social Ride photographer

Clarification of why GA needs to ask - waivers & registrations

Greg & Bob support the banners and photographer

Ensure banners are reusable

Can they be printed at the Wheelhouse?

b. La Veta STR Update

Trifold for home/rental owners and planning a seminar in May/June to clear up some of the misinformation that is going around on the STR policy update.

Biggest misinformation is that STRs were outlawed; they have not been and there is not even a cap on it.

8. NEW BUSINESS

Sarah spoke with Travis - Director of Golf @ Grandote

Travis asked if HCTB would consider adding a golf icon through a vinyl sticker on the billboards on 160.

General support for this across the board.

Robert will contact Signs by Scott and follow up with Travis.

The Next Big Thing discussion

Bring this back to the forefront and consider it.

Evolving bridal/events market

Crossing the threshold to be able to promote our capacity for some events, within reason.

Upcoming Pueblo bridal expo

Tent rentals and other cottage businesses we don't have that would support the bridal/event market, who will travel down in the interim?

April timeframe

Community engagement/sign up for the newsletter

Greg & Hannah came up with some data they want to see from community engagement and will share that; also a poster about driving slow through the community that was done well elsewhere and could be used similarly here.

Destination Stewardship updates

More centralized resources from CTO for our smaller communities, took into consideration what was said in the rural workshops, and how to do good messaging in your communities.

9. ADJOURNMENT

Adjourned at 4:49PM

10. UPCOMING MEETINGS

- a. Wednesday, March 13, 2PM-3:30PM, La Veta Public Library, La Veta