



## HUERFANO COUNTY TOURISM BOARD MINUTES

April 10, 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

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

### 1. CALL TO ORDER

3:03PM

Bob Kennemer

Greg Garrett

Sarah Jardis

Debra Malone

Robert Gilbert

Stacy Cristelli

Brad Reitmair

Alex Jessop

Hannah Everett

Carl Young

### 2. APPROVAL OF MINUTES

a. March 13, 2024

Motion to approve by Bob, seconded by Greg, motion passes unanimously.

### 3. FINANCIAL REPORT

a. Updated Fund Statements & Balance Sheet

b. Updated Sales & Lodging Tax Trends

Sarah expressed a desire to see a year-to-date "profit and loss" kind of style document be created and maintained.

### 4. BILL PAYMENT

a. Resolution 24-04-TB April 2024 Bill Payment

Motion to approve \$4837 in bill payment by Greg, seconded by Bob, passed unanimously.

b. Placer.ai Contract Proposal

Motion to engage with Placer to either sign up for a trial and then full 12 month contract by Greg. Seconded by Bob. Pilot program.

**5. BOARD AND DIRECTOR UPDATES/REPORTS**

a. AdPro Report

AdPro presented May socials, discussion was had on adding a post about the free fishing days at the beginning of June two weeks early so people could plan around them.

Meta is changing what metrics will be available in monthly vs. quarterly reports and how those will present, which impacts what Alex's team is able to show.

The newsletter contact list will be purged in April. March newsletter's metrics were a little behind February's metrics.

AdPro's web development team is working with County IT on DNS/SSL issues with the SPC website and wants to hold off on content changes until this problem is resolved.

Sarah wants County IT and Robert to do a sitrep Friday night and then Monday morning contact Sarah with a status report on the site issues.

**6. PARTNER REPORTS**

a. Huerfano County Chamber of Commerce - Bradley Reitmair

<https://www.huerfanochamber.org/>

Brad reported on starting to work on planning next year's OSO festival, the upcoming April Mixer, and the Relay for Life golf outing on July 15, 2024 at Grandote Golf Course.

b. Lathrop State Park Ribbon Cutting

Lathrop State Park: Stacey Koury asked Robert to tell everyone that the ribbon cutting Lathrop is hosting for their new trail has now been scheduled for May 10th from 11AM-12PM at Lathrop (70 CR 502)

Museum of Friends:

Maria Cochiarelli-Berger has asked me to say hi to everyone and remind you that the Museum of Friends will shift to summer hours (Tuesday-Saturday 10AM-5PM) on May 15th and that until then, they remain 10AM-4PM on the same days.

c. Scenic Highway of Legends - Debra Malone

Multi-modal wayfinding system on Highway 12 between Las Animas and Huerfano Counties. SCCOG as fiscal agent.

TAP funding will not be released until someone comes forward to take responsibility for maintaining the signage.

Byway will take on the maintenance after completion until it is removed.

TravelStorys Spanish translation for Highway of Legends also happening.

Byway wants an HCTB member to be appointed to the SHOL board (\$600 membership).

Greg makes motion to continue membership. Seconded by Bob. Motion passes.

## **7. OLD BUSINESS**

### **a. Community Partner Meeting**

Lodging, restaurants/bars. Primarily lodging. Retail?

Go to Lathrop for the meeting? Visitor center. Important to engage the Chamber for this.

Alex has developed an itinerary that will be used - see AdPro Report for April.

Sarah will talk with Brad to get the Chamber involved and work on an invite list.

Robert to draft email invite.

Confirmed time of 9:30AM-10:30AM on Wednesday, May 15. Planned venue of Lathrop State Park visitor center.

### **b. Destination Stewardship**

Huerfano County Area Destination Stewardship Key Stakeholder Meeting @ Lathrop Visitor Center Wednesday April 17th from 10AM-12:15PM

Regional Destination Stewardship Meeting in Alamosa on Friday 4/19 from 9:30AM-12:30PM

### **c. Gravel Adventures Social Ride**

Max Kaufman mural for GA; Mountain Merman perhaps for doing a mural in La Veta also. Social ride is a go.

Check with Dustin on if highway signs were ordered.

## **8. NEW BUSINESS**

## **9. ADJOURNMENT**

**Adjourned at 5:44PM**

## **10. UPCOMING MEETINGS**

### **a. Wednesday, May 8 at La Veta Public Library 310 S Main Street, La Veta 2:00PM-4:00PM**