



HUERFANO COUNTY TOURISM BOARD MINUTES

January 10, 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. December 13, 2023 Meeting Minutes as compiled by Stephanie & Robert

3. BOARD CHAIR ELECTION

4. FINANCIAL REPORT

- a. Updated Fund Statements & Balance Sheet
- b. Updated Sales & Lodging Tax Trends

5. BILL PAYMENT

- a. Resolution No. 24-01-TB Payment Authorization for Schuster's Printing & AdPro

6. BOARD AND DIRECTOR UPDATES/REPORTS

- a. AdPro Report
- b. Website Redesign Review, update from Sarah

7. PARTNER REPORTS

8. OLD BUSINESS

- a. Gravel Adventure Field Guide May 4th, 2024 Launch Party Social Ride
- b. La Veta Short-Term Rental Update

9. NEW BUSINESS

- a. Strategic Planning Meeting for 2024

10. ADJOURNMENT

11. UPCOMING MEETINGS

- a. Wednesday, February 14th, 3PM-5PM, Huerfano County Courthouse BOCC Room, Walsenburg