



HUERFANO COUNTY TOURISM BOARD MINUTES

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

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

1. CALL TO ORDER

2:04PM

Bob Kennemer

Ashley Vandagriff

Greg Garrett

Alex Jessop

Carl Young

Hannah Everett

Kim Trujillo

Sarah Jardis

Stacy Cristelli

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

Bob motioned to approve

Greg seconded

Unanimous approval

5. BOARD AND DIRECTOR UPDATES/REPORTS

a. AdPro Report

Alex gave a breakdown of the February newsletter distribution analytics. 16.7% open rate. 196 clicks.

Organic social:

Standard, nothing concerning. Good rate of shares, not too many comments. Cuchara Mountain Park posts had good participation.

SEO Lighthouse Report:

Noted that there could be an issue with the top of the page content for SPC as it is clocking in at 2 seconds and it would be better to be under 2 seconds.

Noted low-res images on homepage that could be swapped out.

SEO score 100 on desktop page.

Mobile is trailing behind a bit - 4.5 seconds homepage load time, and accessibility is down to 91.

Sarah: cache question, hiking page photo swap.

Alex: looping links, instead of to a page, back to the homepage. Those are being fixed.

Cache issue - Firefox, Chrome. Starlink, Sarah in town got the new version, but the satellite internet at home is having issues showing the new website.

April socials:

Alex presented the various social posts for April - no real discussion on any proposed changes.

For May, a collaboration between GAFG and AdPro for posts regarding the social ride on May 4th.

Marketing:

The board approved unanimously of the plan for paid social through AdPro to start now/April. It is in keeping with what the board considered and accounted for in budget season last fall.

6. PARTNER REPORTS

7. OLD BUSINESS

a. Grandote Golf Course Billboard Request Update

Robert has reached out to Signs by Scott to get a quote, has not been able to get ahold of Travis, but the plan is still to add a golf vinyl sticker to the SPC billboards heading into La Veta.

b. Gravel Guide May 4th Social Ride

Sarah recommends \$700 to GAFG for the vinyl banners and event photography.

Vinyl banners are not date-specific and are re-usable.

Bob asked if we need a subcommittee or task force to prepare anything for the social ride.

Sarah also suggests HCTB should have presence at the Walsenburg Mercantile at that day.

Bob volunteered, Greg suggested having a table set-up with literature.

Sarah: talk about in April at community engagement meeting so people are aware this is happening and that there may be cyclists on the road.

Greg made a motion to approve \$700. Bob seconded. Motion passes.

c. Gravel Guide May 4th Social Ride

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8. NEW BUSINESS

a. Discussion of CTO Marketing Co-Op Options

Tier 3 and Tier 4 for the primary recommendations.

Estimated \$2500-\$5000 for this in 2025 for roughly \$17k-20k in media value. Greg confirmed that this was a one-time expense and not a monthly charge.

Do Colorado Right co-op

Social Media co-op

Care for Colorado is Sarah's preference. Sarah also liked the \$300 Instagram post.

Possible winter co-op options.

Greg suggested building a calendar of initiatives like this so we know when to pay attention to them and prepare properly. General assent.

Alex will reach out to CTO for some customized feedback specific to HCTB and maybe what's worked with similar scopes and counties.

b. Placer.ai Data Conversation & Upcoming Demo

Carl, Robert, and Sarah shared observations from the Placer.ai demo call and discussed ways in which this data would help inform various different strategies that relate to tourism and beyond. A sample scenario was discussed in which a targeted paid social campaign focused on Dallas, TX, and we used the Placer.ai interface to determine whether or not there were an upswing in visitors from Dallas. A second demo call will be held later in March.

There was general favorability towards the idea of figuring out how to use and implement the data if the price is right, as well as discussion of how we could work with regional neighbors such as Alamosa who also have the data.

c. Destination Stewardship Update

Robert gave two updates: 1) DS is doing a higher-level workshop in mid-April that will involve area stakeholder organizations and the RTAP team will promote this at their workshop 3/15-3/16. 2) DS and RTAP met and are data-sharing workshop results to better inform both teams.

d. RTAP Community Workshop

Robert reminded the Board that the RTAP workshop is 3/15-3/16 @ Lathrop Visitor Center and invited anyone to attend who wishes. Bob will help with the RTAP Community Tour on Friday as well.

e. Community Partner Meeting Planning

Consider limiting to business owners/hospitality partners - one or more meetings?

Stephanie's focus on ensuring people understand what Tourism is doing on their behalf.

Engagement from participants is the goal, define who we want to participate.

What can we share/what can they share? Placer.ai, Destination Stewardship, RTAP results.

Messaging/conversation between lodging/retail is different.

What about a mini-conference with breakouts towards lodging and retail/dining? Breakout for attractions - the Fox, Lathrop, etc.

Stacy Cristelli: where does the hospital fit in this? Medical tourism.

100 Da Vinci surgeries in Huerfano County since September 2022. 500 overall since Dr. Bijan was hired.

Wheelhouse, Chamber, Tourism, presentations/intro, short breakouts, hospital also. AdPro. Small things small businesses can do to help their marketing efforts. Section around these are all the things we have - visitors' guides, audio tours, brochures, etc.

2hrs max, presentations/handout heavy, breakouts

Invitation/RSVP heavy.

Thea, Brad, Bob, Sarah, Stacy - RG

STR people also.

Joshua Tree Poster, RAAM. LVP is hosting a RAAM time station. Bob offered to help with that.

General consideration for the community partner meeting is to do a 2hr mini-conference with short (5-6 minute) presentations from certain community stakeholders (Wheelhouse, Chamber, Hospital, etc), Alex to give an AdPro presentation/update, resource sharing, and mini-breakouts for certain industries. This will be in mid-May and April's HCTB meeting will discuss further.

Robert will draft a program itinerary.

9. ADJOURNMENT

Adjourned at 4:13.

10. UPCOMING MEETINGS