



HUERFANO COUNTY TOURISM BOARD AGENDA

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

Tourism Meeting Minutes

12.13.23

Sarah Jardis - President
 Stephanie Thomsen - Secretary
 Bob Kennemer - Member
 Gregg Garrett - Member
 Hannah Ferrari - Member

Carl Young – County Admin
 Carlton Croft – Director of Tourism
 Kim Trujillo – County Treasurer
 Robert Gilbert - County
 Alex Jessop – Ad Pro

Called To Order: 3:04PM

December Minutes Approval:

Sarah had three small corrections
 Bob moves that we accept the minutes and Greg Seconds.

Financials:

Sales and Lodging Tax Trends Spreadsheet in Google Drive – Kim has been updating for us.
 Kim explained that in some months there are no financials reported from the state, then you will see them do a catch up on other months that include three months.

YTD: \$68,308

Still waiting on a Travelocity update, Kim has not received an update.

Sarah asked for the Sale Tax as well as Lodging Tax so that we can look month to month to see La Veta versus Walsenburg in the spreadsheet update.

Bill Payment Resolution:

Carlton

VistaWorks \$15,000 – Grant

AdPro \$2,295.00

Total: \$17,295.00

Final payment for the grant has to be completed in December. In order to stay clean with CTO we will complete final bill payment but will continue to edit the website.

Stephanie motions to approve the resolution, Gregg seconds. All approve.

2024 Draft Meeting Schedule:

Stephanie explained she will have to miss two meetings next year due to maternity leave (Feb / March or March / April) but still has intentions to be a member on the board.

Partner Reports:

Panadero / CMP: Contact? Bob explained that Ken Clayton would be the best person to contact.

AdPro:

Alex Jessop

Apologized for missing the last two meetings.

Pointed out that most visitors enjoyed the historical posts.

Historically more female than male. More female on Facebook, more male on Instagram, averages out to still female majority interaction. This is atypical from the past and atypical from standard FB/Instagram usages. One working theory is due to a concentration of family-oriented posts.

Facebook Posts

Alex does not have very many winter photos, please send images to AdPro of winter time around Huerfano County.

Asking Panadero Ski Corp to use their images.

Alex would also like images of La Veta / Walsenburg during winter.

Steph just mentioned that she would like to include places all throughout Huerfano County and that we aren't just posting images of Cuchara in Winter.

Steph added that she would like to see different hash tags to pull in people who might not know where la veta, cuchara, Walsenburg, and gardner are. Do more #skicolorado #snowshoecolorado #kidswinteractivities, etc.

Sarah asked to put a link to the Golf Course Campsites so let people know that they can stay there as well on the January 17th post.

January 22nd

Bob suggested changing out the photo to a Grouse, Tamarin, Road Runner, and birds within the county.

January 24th

Sarah suggested keeping image and reference Colorado creative districts. In the future try to target stargazing throughout the county.

January 27th

Places to stay in Huerfano County.

Alex discussed the 2024 campaign push of reasons not to travel the i70 travel route and instead find your escape in Huerfano County.

Top states that requested brochures from the website (highest month being in March) Colorado, Texas, Oklahoma, and Kansas.

Alex pulled 2022 Website Leads Report. Top states: Colorado, Texas, California, Kansas, Oklahoma - over 1k total leads from the website, over 900 from brochure requests
 Alex then generated the data from January 2023 through end of October 2023, which showed a dramatic 50% dropoff in lead generation through the website. Colorado, Texas, Illinois, Missouri, Oklahoma were the top states.

In 2023 there was a significant drop in brochure requests. Alex is going to try to understand why there was not a big amount.

Sarah noted that there were stretches in 2023 without media/social media coverage.

Sarah: Can we talk about the difference between guestbook signin, newsletter signup and such, and are they being captured accurately and in a similar manner to the website?

Stephanie: On the new website there is not currently a newsletter section or a guest check-in. Newsletter sign-up at the very bottom of the website.

Alex: for the guestbook, I don't think that's something you necessarily need to include on the new website. It isn't a primary driver. Pointed to low numbers in 2022/2023 and said same numbers from brochure/newsletter sign-up.

Alex explained that she still does not have access to mail chimp... Sarah suggests that Alex and Carl get together to discuss we must get access.

Alex asked if we would like to do Mountains and Mesas / Summer Guide.
 After conversation majority of the board is on the same page that if we are to do anything we should go with Summer Guide.

Sarah says ¼ page Color, majority of the board agrees.

Alex is going to create a mock up on Summer Guide ¼ page to send out to everyone for approval.

WinterFest Update from Brad: Meeting tomorrow with Amanda Korth kick off events on Friday night, like a block party. Trying to get sponsorships for ice sculptures throughout Trinidad to Highway 12 all the way to Walsenburg. Scavenger hunt that can broaden the exposure to the entire county including Gardner. February 2-4th are still the dates. Also trying to reincorporate the ground hog day breakfast to be an annual event.

Lindsay Update on Website:

The team is going to create a new google drive spreadsheet for content / format updates.

Stephanie explained that while Lindsay explained the website is 90% completed, there are multiple items missing from the site. This is not almost ready to be published, so we should

focus on the formatting in hopes to get it published on time followed by content updates once we have satisfied the grant through CTO.

Tourism Website Host:

Stephanie moves to change the host of the Tourism Website from within the County over to Go Daddy.com. Bob Kennemer Seconds.

Gravel Guide Launch Party:

Sarah reached out to Juan and Stephen about May 4th Gravel Guide Launch Party – Base camp registration in Walsenburg. The Routes will be between Walsenburg and La Veta. Sarah reached out to crafty canary and mountain merman to see if that date would be okay for a launch party.

Greg Garrett also offered to allow people to use his restroom or park their camper during those dates.

Sarah also explained that she wasn't sure if it was necessary to do "caution event in progress" and let the sheriffs department know. Carl explained yes we will need to present to the commissioners for permission to use county roads as well as discussing with CDOT / Sheriffs dept.

Could also incorporate a "May the 4th Be With You" "Storm Troopers on Bikes" on swag.

La Veta Short Term Rental Update:

They approved living in a home for 30 days in order for the residence to be used as a short term rental. This will take effect mid summer of 2024.

Bob will be gone the next 7 days in Cali and will not be able to be in contact frequently.

New Business

Nothing new.

Sarah's term extended another 3 Years.

Meeting Adjourned: 5:32pm.

Item 4a.

IBERRANO COUNTY ALL RCPPTS MISCELLANEOUS TRANSACTIONS FOR DATE RANGE 12/01/2023 00:00 TO 12/31/2023 24:00 01/09/2024 11:03 PAGE
 OPERERS ALL RCPPTS MISCELLANEOUS TRANSACTIONS FOR DATE RANGE 12/01/2023 00:00 TO 12/31/2023 24:00 01/09/2024 11:03 PAGE
 ACCOUNT NUMBER L OWNER NAME F RECEIPT PAYMENT MISC ALL YEARS
 NUMBER DATE PAYMENT PAYMENT

2023RHONDA EFT LODGING TAX DISTRIBUTION 12/8/2023 27976 12022023 T 2945.15 0035.0100 003 00000 47197
 (POSTED 12/2/2023)

 2945.15 0035.0100 LODGING TAX
 ***** 0035 FUND TOTAL 2945.15 *

GRAND TOTALS 2945.15 **

 TIME FINISHED-11:03

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2007	\$ -	\$ -	\$ -	\$ -	\$ 1,580	\$ 74	\$ 2	\$ 7,222	\$ 886	\$ 7,720	\$ 11,721	\$ 3,026	\$ 32,230
2008	\$ 1,286.69	\$ 4,491	\$ 1,058	\$ 1,269	\$ 3,670	\$ 141	\$ 646	\$ 7,354	\$ 4,888	\$ 1,461	\$ 13,591	\$ 7,526	\$ 47,382
2009	\$ 412.72	\$ 3,238	\$ 4,464	\$ 299	\$ 5,103	\$ 207	\$ 1,208	\$ 10,489	\$ 947	\$ 7	\$ 7,419	\$ 11,536	\$ 45,332
2010	\$ 634.62	\$ 7,497	\$ 455	\$ 97	\$ 4,927	\$ 789	\$ 222	\$ 11,135	\$ 933	\$ 172	\$ 18,653	\$ 125	\$ 45,640
2011	\$ 7.72	\$ 6,995	\$ 2	\$ 792	\$ 1,012	\$ 5,840	\$ 322	\$ 9,085	\$ 475	\$ 1,184	\$ 17,330	\$ 2,015	\$ 45,061
2012	\$ 65.95	\$ 7,960	\$ 111	\$ 594	\$ 1,337	\$ 5,651	\$ 22	\$ 10,594	\$ 2,033	\$ 234	\$ 17,766	\$ 808	\$ 47,176
2013	\$ 206.08	\$ 7,757	\$ 236	\$ -	\$ 4,939	\$ 637	\$ 135	\$ 11,276	\$ 779	\$ 991	\$ 18,632	\$ 288	\$ 45,876
2014	\$ 810.08	\$ 5,549	\$ 2	\$ 34	\$ 5,237	\$ 142	\$ 443	\$ 10,358	\$ 890	\$ 18	\$ 19,531	\$ 734	\$ 43,751
2015	\$ 22.16	\$ 6,806	\$ 273	\$ 3,745	\$ 5,360	\$ 20	\$ 4,093	\$ 13,404	\$ 43	\$ 178	\$ 12,701	\$ 10,522	\$ 57,167
2016	\$ 3,966.50	\$ 6,111	\$ 482	\$ 3,213	\$ 5,889	\$ 770	\$ 341	\$ 12,506	\$ 1,776	\$ 4	\$ 21,085	\$ 616	\$ 56,760
2017	\$ 1,742.37	\$ 7,906	\$ 3,197	\$ -	\$ 6,041	\$ 137	\$ 48	\$ 16,015	\$ 1,004	\$ 474	\$ 21,959	\$ 330	\$ 58,853
2018	\$ 2,478.55	\$ 10,002	\$ 338	\$ 320	\$ 7,713	\$ 182	\$ 411	\$ 16,009	\$ 1,547	\$ 18	\$ 21,714	\$ 1,589	\$ 62,322
2019	\$ 1,188.36	\$ 11,090	\$ 325	\$ -	\$ 10,245	\$ 79	\$ 5,100	\$ 16,730	\$ 2,654	\$ 96	\$ 27,754	\$ 687	\$ 75,948
2020	\$ 909.37	\$ 14,363	\$ 67	\$ 189	\$ 8,453	\$ 424	\$ 417	\$ 11,522	\$ 613	\$ 53	\$ 26,799	\$ -	\$ 63,808
2021	\$ -	\$ 14,156	\$ 845	\$ 250	\$ 12,830	\$ 424	\$ -	\$ 23,968	\$ 2,699	\$ 7	\$ -	\$ 33,560	\$ 88,739
2022	\$ 78	\$ 15,920	\$ 1,101	\$ 1,712	\$ 16,059	\$ -	\$ 386	\$ 13,617	\$ 10,072	\$ -	\$ 30,743	\$ 1,404	\$ 91,092
2023	\$ 174	\$ 12,781	\$ 39	\$ 915	\$ 13,908	\$ 2,621	\$ -	\$ 18,368	\$ 1,343	\$ -	\$ 32,068	\$ 2,945	\$ 85,161
Total	\$ 13,982.46	\$ 142,623	\$ 12,995	\$ 13,432	\$ 114,301	\$ 18,138	\$ 13,798	\$ 219,652	\$ 33,583	\$ 12,616	\$ 319,467	\$ 77,710	\$ 992,297

Month	Total	Average	Percent
January	\$ 13,982.46	\$ 822.50	1.41%
February	\$ 142,623.04	\$ 8,389.59	14.37%
March	\$ 12,994.75	\$ 764.40	1.31%
April	\$ 13,431.56	\$ 790.09	1.35%
May	\$ 114,301.22	\$ 6,723.60	11.52%
June	\$ 18,137.65	\$ 1,133.60	1.83%
July	\$ 13,797.65	\$ 862.35	1.39%
August	\$ 219,652.49	\$ 12,920.73	22.14%
September	\$ 33,582.82	\$ 1,975.46	3.38%
October	\$ 12,616.03	\$ 788.50	1.27%
November	\$ 319,466.58	\$ 18,792.15	32.19%
December	\$ 77,710.35	\$ 4,571.20	7.83%
Total	\$ 992,296.60		100.00%

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2022													
Judicial	\$ 78,173.94	\$ 90,918.54	\$ 66,500.78	\$ 64,033.58	\$ 74,717.72	\$ 71,575.71	\$ 91,739.55	\$ 112,766.62	\$ 98,794.54	\$ 114,799.06	\$ 231,299.71	\$ 98,629.22	\$ 1,193,948.97
EMS	\$ 78,173.94	\$ 90,918.54	\$ 66,500.78	\$ 64,033.58	\$ 74,717.72	\$ 71,575.71	\$ 91,739.55	\$ 112,766.62	\$ 98,794.54	\$ 114,799.06	\$ 231,299.71	\$ 98,629.22	\$ 1,193,948.97
Rural	\$ 39,824.47	\$ 46,316.98	\$ 33,877.75	\$ 32,620.89	\$ 38,063.74	\$ 36,463.10	\$ 46,735.25	\$ 57,447.15	\$ 50,133.36	\$ 58,254.89	\$ 117,373.25	\$ 50,049.48	\$ 607,160.31
LaVeta	\$ 11,406.51	\$ 13,266.10	\$ 9,703.26	\$ 9,343.27	\$ 10,902.21	\$ 10,443.75	\$ 13,385.90	\$ 16,454.00	\$ 12,090.00	\$ 14,048.56	\$ 28,305.36	\$ 12,069.78	\$ 161,418.70
Walsenburg	\$ 26,942.97	\$ 31,335.45	\$ 22,919.76	\$ 22,069.44	\$ 25,751.77	\$ 24,668.86	\$ 31,618.41	\$ 38,865.48	\$ 36,571.14	\$ 42,495.62	\$ 85,621.11	\$ 36,509.96	\$ 425,369.97
Total	\$ 234,521.83	\$ 272,755.61	\$ 199,502.33	\$ 192,100.76	\$ 224,153.16	\$ 214,727.13	\$ 275,218.66	\$ 338,299.87	\$ 296,383.58	\$ 344,397.19	\$ 693,899.14	\$ 295,887.66	\$ 3,581,846.92
2023													
Judicial	\$ 96,317.20	\$ 101,353.91	\$ 81,723.64	\$ 80,558.64	\$ 93,538.48	\$ 90,225.35	\$ 103,059.75	\$ 121,359.37	\$ 118,244.72	\$ 105,774.21	\$ 124,472.65	\$ 104,510.93	\$ 1,221,138.85
EMS	\$ 96,317.20	\$ 101,353.91	\$ 81,723.64	\$ 80,558.64	\$ 93,538.48	\$ 90,225.34	\$ 103,059.76	\$ 121,359.36	\$ 118,319.67	\$ 105,778.11	\$ 124,545.63	\$ 104,512.59	\$ 1,221,292.33
Rural	\$ 48,876.25	\$ 51,432.13	\$ 41,470.73	\$ 40,879.56	\$ 47,466.19	\$ 45,784.93	\$ 52,297.77	\$ 62,663.70					\$ 390,871.26
LaVeta	\$ 11,786.84	\$ 12,403.20	\$ 10,000.95	\$ 9,858.38	\$ 11,446.80	\$ 11,041.35	\$ 12,611.96	\$ 14,470.93					\$ 93,620.41
Walsenburg	\$ 35,654.12	\$ 37,518.57	\$ 30,251.96	\$ 29,820.70	\$ 34,625.50	\$ 33,399.06	\$ 38,150.03	\$ 44,224.73					\$ 283,644.67
Total	\$ 288,951.61	\$ 304,061.72	\$ 245,170.92	\$ 241,675.92	\$ 280,615.45	\$ 270,676.03	\$ 309,179.27	\$ 364,078.09	\$ 236,564.39	\$ 211,552.32	\$ 249,018.28	\$ 209,023.52	\$ 3,210,567.52



HUERFANO COUNTY TOURISM BOARD

RESOLUTION NO. 24-01-TB

A RESOLUTION TO AUTHORIZE PAYMENTS IN FULL

WHEREAS, the purpose of the Tourism Board is to promote tourism through a unified advertisement and marketing plan to benefit Huerfano County and Spanish Peaks Country as set forth in Colorado Revised Statutes 30-11-107.5 “Lodging tax for the advertising and marketing of local tourism” and Resolution 07-01 adopted by the Huerfano County Board of County Commissioners on February 7, 2007; and,

WHEREAS, the Tourism Board may authorize payment of expenses in writing or at a meeting of the Board.

NOW, THEREFORE, BE IT RESOLVED by the Tourism Board that the following invoices are authorized to be paid in full, according to County procedures:

Vendor	Service/Good Provided	Date	Invoice #	Amount
Schuster's Printing	Visitor's Guide Printing & Postage	12/20/23	233255	\$154.49
AdPro	Social Media, PR, Web Maintenance	12/31/23	8021	\$2,295
Total:				\$2,449.49

INTRODUCED, READ, AND ADOPTED ON THIS 10th DAY OF JANUARY, 2024.

TOURISM BOARD OF HUERFANO COUNTY, COLORADO

BY:

ATTEST:

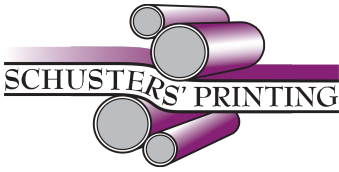
Sarah Jardis, Chair

Robert Gilbert, Tourism Director

Bob Kennemer, Member

Greg Garrett, Member

Stephanie Thompsen, Secretary



4718 Eagleridge Cir.
 Pueblo, CO 81008
 719-543-9367

Invoice

Item 5a.

DATE	INVOICE #
12/20/2023	233255
P.O. NUMBER	
JACKET #	
TERMS	Net 30

BILL TO

Huerfano County Tourism Board
 401 Main Street, Suite 201
 Walsenburg, CO 81089

USPS

QUANTITY	ITEM CODE	DESCRIPTION	AMOUNT
200	Customer Stock	Customer Stock Visitor Guides	0.00
200	inkjetting	Inkjetting	77.31
200	Postage	Postage (Non Taxable)	77.18

*Thank you for your
 business!*

**Schusters Printing cost for credit card processing is 3.3%
 Any credit card purchases will be charged this in addition to
 the total invoice amount.**

TO COVER THE COST OF PROCESSING A CREDIT OR CHARGE CARD TRANSACTION, AND PURSUANT TO SECTION 5-2-212, COLORADO REVISED STATUTES, A SELLER OR LESSOR MAY IMPOSE A PROCESSING SURCHARGE IN AN AMOUNT NOT TO EXCEED THE MERCHANT DISCOUNT FEE THAT THE SELLER OR LESSOR INCURS IN PROCESSING THE SALES OR LEASE TRANSACTION. A SELLER OR LESSOR SHALL NOT IMPOSE A PROCESSING SURCHARGE ON PAYMENTS MADE BY USE OF CASH, A CHECK, OR A DEBIT CARD OR REDEMPTION OF A GIFT CARD.

Subtotal	\$154.49
Sales Tax (0.00)	\$0.00
Total	\$154.49
Payments/Credits	\$0.00
Balance Due	\$154.49

PAYMENT DUE WITHIN 30 DAYS
A SERVICE CHARGE OF 1.5%
WILL BE CHARGED ON PAST DUE ACCOUNTS



AdPro LLC.
 525 Communication Circle
 Colorado Springs, CO 80905
 (719) 550-3034
 accounting@adproresults.com

Service Date:	December 2023
Invoice Date:	12/31/2023
Invoice #:	8021
Term:	Net 30

Huerfano Tourism
 401 Main Street, Suite 201
 Walsenburg, CO 81089
 (719) 738-3000

Digital

Product	Description	Amount
Social Mgmt - Bronze	Organic Social	\$595.00
Digital Total		\$595.00

Other

Product	Description	Amount
Account Management	Account Service Fee	\$1,125.00
Public Relations	Public Relations	\$450.00
Web Dev	Web Maintenance	\$125.00
Other Total		\$1,700.00

Total

Summary		
Total Amount Due		\$2,295.00



Ann Sweet <asweet@huerfano.us>

Huerfano Tourism - AdPro Invoice - 8021

1 message

Rhianna L. West <rlwest@adproresults.com> Tue, Jan 2, 2024 at 9:40 AM
To: "ccroft@huerfano.us" <ccroft@huerfano.us>, "nbustos@huerfano.us" <nbustos@huerfano.us>, Kim Trujillo <ktrujillo@huerfano.us>
Cc: "Alex M. Jessop" <ajessop@adproresults.com>

Attached, please, find your December invoice.

Thanks,

Rhianna West

o: 719.550.3022

525 Communication Circle

Colorado Springs, CO 80905

rlwest@adproresults.com



 **HUERFANO TOURISM - ADPRO INVOICE - 8021.pdf**
32K