



HUERFANO COUNTY TOURISM BOARD AGENDA

September 11, 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.](#) August 14, 2024 HCTB Meeting Minutes

3. FINANCIAL REPORT

- [a.](#) Updated Fund Statements & Balance Sheet
[b.](#) Updated Sales & Lodging Tax Trends

4. BILL PAYMENT

- [a.](#) September 2024 Bill Payment

5. BOARD AND DIRECTOR UPDATES/REPORTS

- [a.](#) AdPro Report

6. PARTNER REPORTS

- [a.](#) August 2024 Placer Monthly Civic Report

7. OLD BUSINESS

- [a.](#) 2025 CTO Marketing Grant Application Review

8. NEW BUSINESS

- [a.](#) 2025 HCTB Budget Draft Proposal
[b.](#) Billboards Discussion
[c.](#) Wheelhouse & HCTB Collaboration

9. ADJOURNMENT

10. UPCOMING MEETINGS

- [a.](#) October 9, 2024 2PM-4PM 401 Main St Walsenburg, CO 81089



HUERFANO COUNTY TOURISM BOARD MINUTES

August 14, 2024 at 2:00 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

Called to order without quorum at 2:14 by Sarah

Greg Garrett

Sarah Jardis

Robert Gilbert

Stacy Cristelli

Hannah Everett joined at 2:20, now quorum.

Bob Kennemer joined at 2:52

2. APPROVAL OF MINUTES

a. July 10, 2024 HCTB Meeting Minutes

Greg motioned, Hannah seconded, all in favor.

3. FINANCIAL REPORT

a. Updated Fund Statements & Balance Sheet

Updated balance sheet was provided. Still awaiting the next quarter's lodging tax revenue.

b. Updated Sales & Lodging Tax Trends

4. BILL PAYMENT

a. August 2024 Bill Payment

Motion to approve by Greg, seconded by Hannah, all in favor.

Second resolution motion to approve by Greg. Hannah seconded. All in favor.

5. BOARD AND DIRECTOR UPDATES/REPORTS

a. AdPro Report

AdPro reported improving numbers on the website and declining numbers on the Facebook page. Discussion was had about geofencing in April-August, expanding the

reach of some ads into potentially new markets like Wyoming, New Mexico, Arizona, and even the Pacific Northwest, and an overview of AdPro's two budget proposals for 2025 was reviewed.

6. PARTNER REPORTS

a. July 2024 Placer Monthly Civic Report

Spent time reviewing the June and July Monthly Placer reports, which evolved into discussing demographics, states (and zip codes) visitors are coming from, how to address advertising (double-down on areas people are already coming from, or expand to areas people are not, or are coming at a reduced rate), and what data would be most useful for AdPro. Robert and Alex are to meet and give Alex as much data as possible from the Placer interface.

b. 2023 CTO Report Huerfano Data

Brief overview of what the state-level tourism report said happened in Huerfano in terms of visitation and economic impact through tourism.

c. TravelStorys Q1 & Q2 Reports & Quotes

Bob abstained

Greg motioned \$980 max, only rack cards and limited posters - Hannah seconded, all in favor.

7. OLD BUSINESS

a. Signs by Scott - Update

Greg saw the updated billboard, it looks excellent. Invoice will be paid in the August County vendor run if it arrives in time as it was previously approved by the board, but it will still be in the September meeting in that case to be ratified.

b. Fruita Colorado Welcome Center Study Trip - Update

Due to logistical issues, Fruita is delaying their September 2024 trip until possibly early May 2025.

8. NEW BUSINESS

a. SLVTA August 27, 2024 Board Meeting

Discussion of whether or not to attend SLVTA board meetings now and then to keep a presence and Robert's general standing conflict with BOCC meetings that occur at the same time. Remote options are available, so this may be something Board members could rotate.

b. GovCon 2024

Greg got a scholarship to attend as a first-timer, and Sarah and Robert are also attending. GovCon will occur in late September.

c. 2025 Budget Prep

General discussion over priorities for next year's budget was had, including potentially expanding into some print media again and the need for a small refresh to the visitor's guide.

d. CTO Marketing Grant Fall 2024

Debate was had over whether or not to pursue a CTO Marketing Grant this fall for FY2025. It was generally decided to pursue a grant for less than the full value but with the desire to create new audiovisual materials that can be used in a multitude of ways.

e. SPC Guide Revision

A small refresh, taking out the year and any other minor changes, with a limited reprint of guides, was decided upon for 2025, with the thought of revamping the guide in 2026.

9. ADJOURNMENT

Bob motioned to adjourn, seconded by Greg, all in favor. Adjourned at 5:22PM.

10. UPCOMING MEETINGS

a. September 11, 2024

Balance Sheet

Fiscal Year: 2024

To Period: 13

Huerfano County

From Account: 0

To Account: 9999999999

Include Zero Activity Accounts: ☐

Selected Funds: 003

Fund	Account Number		Debits	Credits
003	LODGING TAX TOURISM FUND			
	003-00000-10200	CASH ACCOUNT	\$73,143.53	\$0.00
		Asset Total:	\$73,143.53	\$0.00
	003-00000-20200	ACCOUNTS PAYABLE	\$0.00	\$24,959.85
	003-00000-22000	YTD REVENUE CONTROL	\$0.00	\$31,109.92
	003-00000-23000	YTD EXPENSE CONTROL	\$47,486.28	\$0.00
	003-00000-28000	FUND BALANCE	\$0.00	\$64,560.04
		Liability Total:	\$47,486.28	\$120,629.81
		Fund Total:	\$120,629.81	\$120,629.81

Balance Sheet		Fiscal Year: 2024	To Period: 13	Huerfano County	
		From Account: 0	To Account: 9999999999		
		Include Zero Activity Accounts: <input type="checkbox"/>	Selected Funds: 003		
Fund	Account Number	Debits		Credits	
		<u>Grand Total:</u>		\$120,629.81	\$120,629.81

Revenue and Expense Report

Huerfano County

Item 3a.

YEAR : 2024 PERIOD : 8 FUND: 003 DEPT: , 48700 SUB-DEPT: All
ACCOUNT RANGE : 0 - 9999999999

AS OF : 8/31/2024

Ledger ID	Ledger Description	Current Budget	Current Act	YTD Act	Encumbrances YTD	Remaining	Percent
003	<u>LODGING TAX TOURISM FUND</u>						
	<u>EXPENDITURES</u>						
	<u>LODGING TAX TOURISM</u>						
003-48700-51210	OFFICE SUPPLIES	\$500.00	\$0.00	\$286.19	\$0.00	\$213.81	57.24%
003-48700-51304	ADVERTISING AND PROMOTION	\$109,740.00	\$4,710.88	\$46,266.79	\$0.00	\$63,473.21	42.16%
003-48700-51320	TREASURER FEE	\$2,550.00	\$0.00	\$933.30	\$0.00	\$1,616.70	36.60%
	Subtotal LODGING TAX TOURISM:	\$112,790.00	\$4,710.88	\$47,486.28	\$0.00	\$65,303.72	42.10%
	TOTAL EXPENDITURES - :	\$112,790.00	\$4,710.88	\$47,486.28	\$0.00	\$65,303.72	42.10%
	YTD Revenue Less Expenses : LODGING TAX TOURISM FUND			(\$47,486.28)			



HUERFANO COUNTY TOURISM BOARD

RESOLUTION NO. 24-10-TB

A RESOLUTION TO AUTHORIZE PAYMENT 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	Invoice Date	Invoice Number	Amount
AdPro	Social Media, Public Relations, Web Maintenance	8/31/24	8669	\$4295
TravelStorys	Rack cards & posters	9/3/24	2544	\$980
Huerfano County	September MailChimp Reimbursement	9/10/24	N/A	\$310
Total:				\$5585

INTRODUCED, READ, AND ADOPTED ON THIS 14TH DAY OF SEPTEMBER, 2024.

TOURISM BOARD OF HUERFANO COUNTY, COLORADO

BY:

ATTEST:

Sarah Jardis, Chair

Robert Gilbert, Tourism Director

Bob Kennemer, Member

Greg Garrett, Member

Hannah Everett, Member



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

Service Date:	August 2024
Invoice Date:	8/31/2024
Invoice #:	8669
Term:	Net 30

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

Digital

Product	Description	Amount
Paid Search	Paid Search	\$1,000.00
Paid Social - Digital	Paid Social	\$1,000.00
Social Mgmt - Bronze	Organic Social	\$595.00
Digital Total		\$2,595.00

Other

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

Total

Summary		
Total Amount Due		\$4,295.00

TravelStorysGPS, LLC
PO Box 494
Wilson, WY 83014
catherineb@travelstorysgps.com
www.travelstorysgps.com



Item 4a.

INVOICE

BILL TO

Huerfano County Tourism
Board
ATTN: Robert Gilbert
401 Main Street
Suite 101
Colorado
Walsenburg, CO 81089

INVOICE # 2544

DATE 09/03/2024

DUE DATE 09/13/2024

TERMS Net 10

PROJECT

Highway of Legends Tour

DESCRIPTION	QTY	RATE	AMOUNT
Marketing Materials Package - 780 rack cards & 15 posters	1	980.00	980.00

Thank you for your business! We accept checks or payments via ACH using the Quickbooks Payment Link in the email with this Invoice. Please remit checks to TravelStorysGPS, LLC PO Box 494 Wilson, WY 83014.

BALANCE DUE

\$980.00



Fwd: Mailchimp Order

2 messages

Kim Trujillo <ktrujillo@huerfano.us>
To: Robert Gilbert <rgilbert@huerfano.us>

Tue, Sep 10, 2024 at 11:54 AM

Hello!

here you go

Kimberly S. Trujillo
Finance Officer
Huerfano County
401 Main Street, Suite 310
Walsenburg, Co 81089
719-738-3000 Ext. 210



----- Forwarded message -----

From: **No Reply - Mailchimp** <no-reply@mailchimp.com>
Date: Tue, Sep 10, 2024 at 4:57 AM
Subject: Mailchimp Order
To: <ktrujillo@huerfano.us>



Your order has been processed.

Order MC14761666

Processed on September 10, 2024 04:57 AM Denver.

Standard plan	\$310.00
25,000 contacts	
Intuit Assist for Mailchimp*	\$0.00
AI-powered marketing	

Paid via **Mast** ending in **4017** which expires **11/2026**
on September 10, 2024

\$310.00

Balance as of September 10, 2024	\$0.00
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* Intuit Assist functionality (beta) is available to certain users with Premium, Standard and Legacy plans in select countries in English only. Access to Intuit Assist is available at no additional cost at this time. Pricing, terms, conditions, special features and service options are subject to change without notice. Availability of features and functionality varies by plan type. Features may be broadly available soon but represents no obligation and should not be relied on in making a purchasing decision. For details, please view Mailchimp's various [plans and pricing](#).

Issued to

Kimberly Trujillo
huerfanocounty
ktrujillo@huerfano.us
Huerfano County
401 Main St Walsenburg, CO 81089
719-696-5434

Issued by

Mailchimp
c/o The Rocket Science Group, LLC
[405 N. Angier Ave. NE, Atlanta, GA 30312 USA](#)
[www.mailchimp.com](#)
Tax ID: US EIN 58-2554149

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Robert Gilbert <rgilbert@huerfano.us>
To: Kim Trujillo <ktrujillo@huerfano.us>

Thank you so much!
[Quoted text hidden]

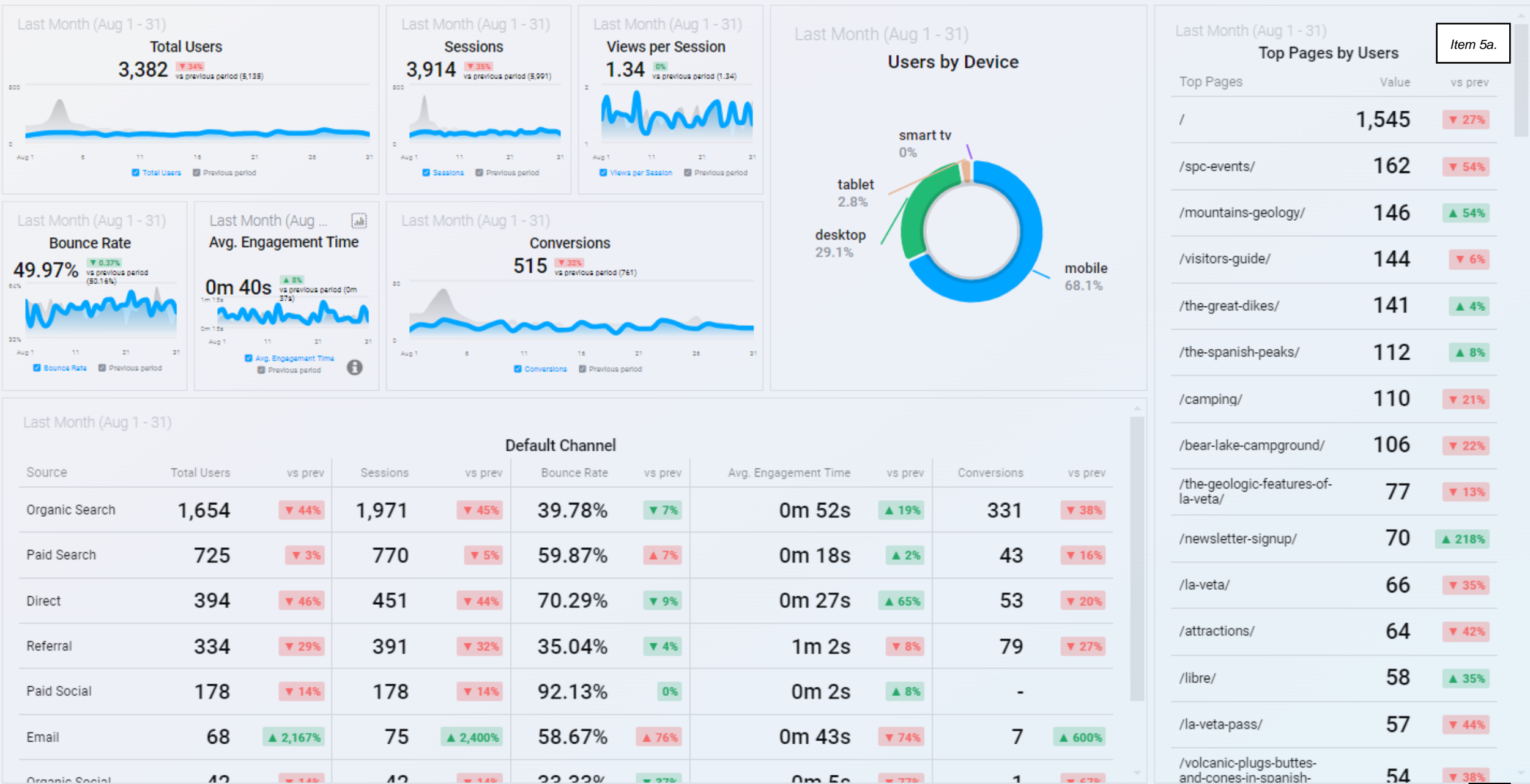
Tue, Sep 10, 2024 at 11:57 AM

September Board Meeting



Reporting





Item 5a.

Last Month (Aug 1 - 31)

Campaign Performance

Dimension	Impressions	vs prev	Clicks	vs prev	CTR by Campaign	vs prev
Front Range	4,898	▼ 7%	451	▲ 9%	9.21%	▲ 17.27%
Out of State	6,662	▼ 10%	343	▼ 15%	5.15%	▼ 4.93%
Spanish Peaks Display	125.1k	▼ 25%	84	▼ 19%	0.07%	▲ 8.04%

Last Month (Aug 1 - 31)

Impressions

136.6k ▼ 24%
vs previous period (179.8k)



Last 30 days (Aug 10 - ...)

Clicks

972 ▲ 31%
vs previous period (740)



Last 30 days (Aug 10 - ...)

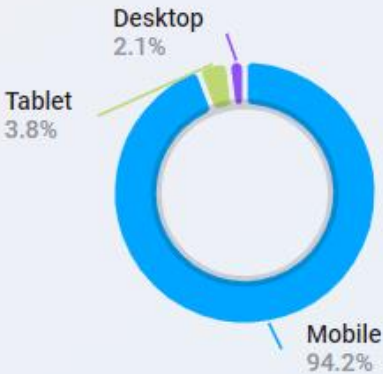
Item 5a.

0.72% ▲ 49.1%
vs previous period (0.48%)



Last Month (Aug 1 - 31)

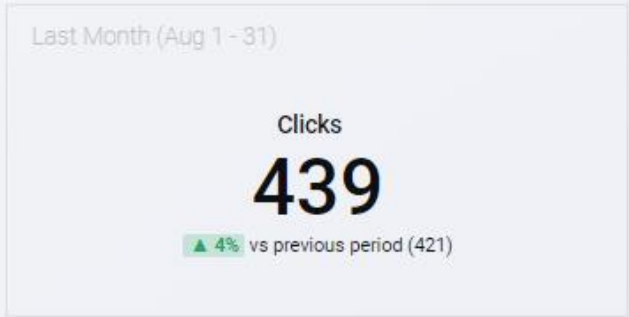
Clicks by Device



Last Month (Aug 1 - 31)

Clicks by Day





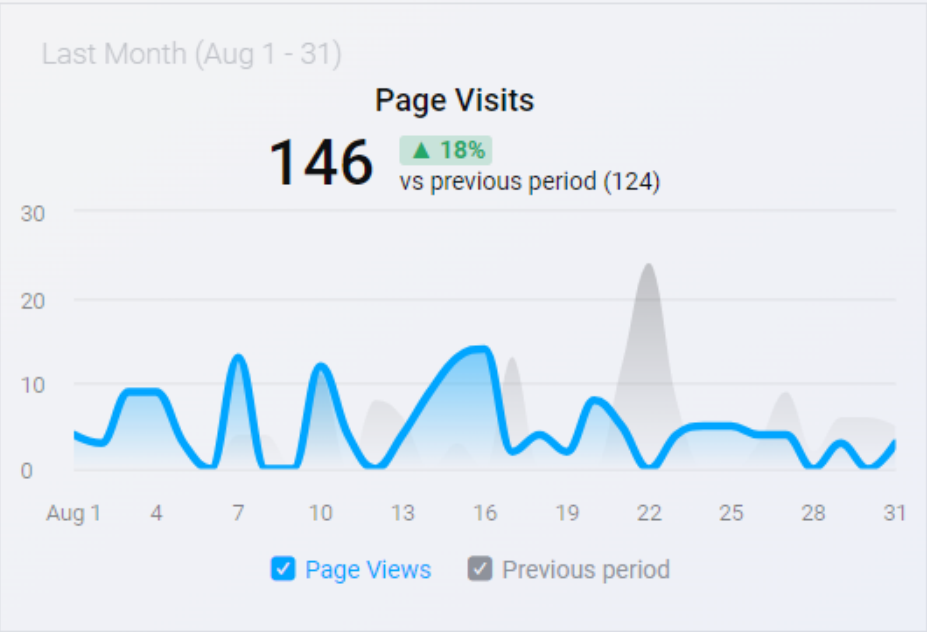
Last Month (Aug 1 - 31)

Campaign Performance				
Campaign	Impressions	Clicks	CTR (All) by Campaign	CPM
Be Legendary - Aug24 (120212445686740268)	536.3k	439	0.08%	\$ 1.40

Last Month (Aug 1 - 31)

Ads Overview			
#	Dimension	Clicks	Impressions
1	Be Legendary 2 Aug (120212445686800268)	86	94,736
2	Be Legendary 4 Aug (120212445686770268)	86	111.9k
3	Be Legendary 2 Aug (120212445686780268)	68	84,410
4	Be Legendary 3 Aug (120212445686790268)	58	61,331
5	Be Legendary 4 Aug (120212445686760268)	52	98,567





Last Month (Aug 1 - 31)

Page Summary

Metric	Value	vs prev
Page Reach	6,623	▲ 105%
Page Impressions	7,698	▲ 96%
Page Engagements	-	
Unique Page Clicks	126	▲ 35%
Page Reactions	-	

Last Month (Aug 1 - 31)

Post Overview

Metric	Value	vs prev
Post Count	8	▼ 11%
Post Reach	5,601	▲ 84%
↳ Paid	0	0%
↳ Organic	5,601	▲ 84%
↳ Viral	1,350	▲ 57%

All Time (All Time)

Item 5a.

Total Page Likes

3,678

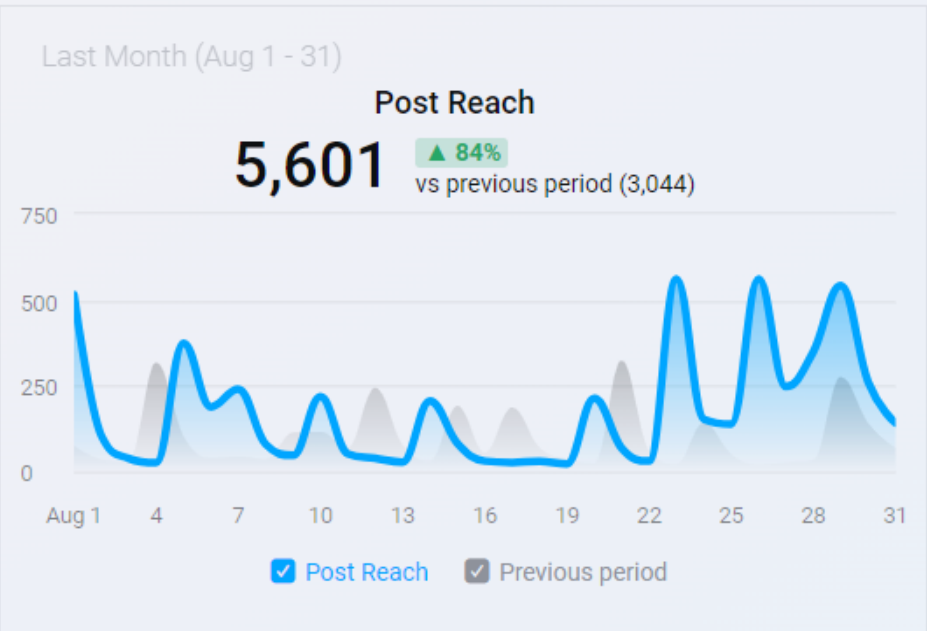
Last Month (Aug 1 - 31)

Page likes/Unlikes Overview

Page Likes

14

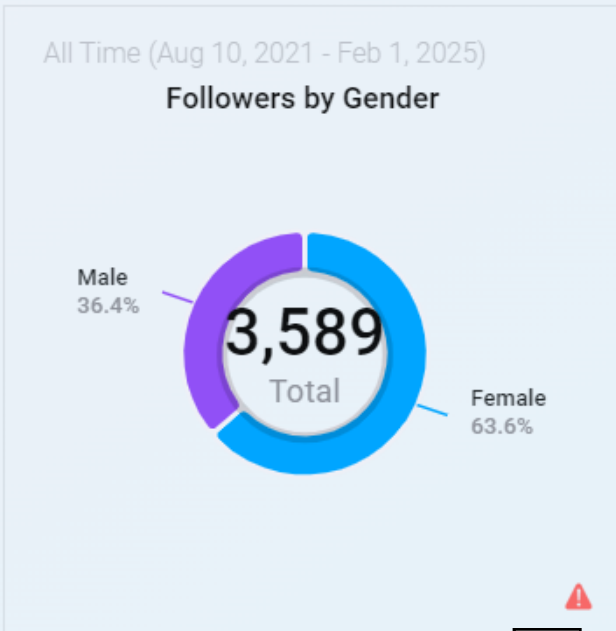
▲ 600% vs previous period (2)



Last Month (Aug 1 - 31)

Most Recent Posts

#	Dimension	Reach	Clicks
1	Discover the best hiking and fishing spots in Spanish Peaks Country! (2024-08-23)	1,343	8
2	🍷🍷 Exciting news! The Huerfano County Fair starts August (2024-08-05)	895	34
3	Don't miss out on all the amazing events, delicious local produce, (2024-08-26)	867	18
4	We want to hear from you! Share why you love visiting Spanish (2024-08-29)	779	24
5	August brings exciting community events: Farmers Markets with (2024-08-01)	635	16



Last Month (Aug 1 - 31)

Impressions
8,475 ▼ 18%
vs previous period (10,391)



Last Month (Aug 1 - 31)

New Followers



Last Month (Aug 1 - 31)

New Posts

8
0% vs previous period (8)

Last Month (Aug 1 - 31)

Item 5a.

Activity Overview

Metrics	Value	vs prev
Profile Visits	56	▼ 11%
Reach	6,288	▼ 17%
Impressions	8,475	▼ 18%
Likes	125	▲ 3%
Comments	4	0%

All Time (Jul 1 - Dec 14)

Total Followers
1,715

Organic Social Posts



10/1 October Events



Autumn is the perfect time to explore the stunning beauty of #SpanishPeaksCountry. Take part in our local Farmers Markets and immerse yourself in community spirit. Plus, don't miss Oktoberfest in La Veta along with the Oktoberfest Rodeo this weekend. Come celebrate the fall season with us!



See more events for the month at
<https://spanishpeakscountry.com/spc-events/>



10/7 Autumn Landscape



Share your fall photos with us! 🍁
#SpanishPeaksCountry

10/11 Biking



Explore the scenic bike trails of Huerfano County as the leaves turn vibrant shades of red and gold. Whether you're a casual rider or looking for a challenge, there's a route for everyone to enjoy the crisp autumn air. Don't miss this opportunity to experience nature at its finest! 🚴 🍁

#BikeSpanishPeaksCountry

10/13 Eating

Item 5a.



Indulge your taste buds this fall with a culinary tour in #SpanishPeaksCountry! Visit local restaurants serving up hearty favorites, original creations, and local brews.



10/16 Wildlife Wednesday

Item 5a.



Thank you to @La Veta Pines RV Park for sharing this photo of an adorable American Robin on their grounds!

Among the delightful avian residents of Spanish Peaks Country, this bird's melodious tunes add a touch of warmth to the crisp mountain air, making them a favorite among birdwatchers and nature lovers alike. 🎵

#SpanishPeaksCountry #WildlifeWednesday

10/21 Hiking



Put on your hiking boots and hit the trails! Our picturesque hiking paths like the [West Peak Trail](#) wind through colorful fall foliage, offering breathtaking views and a chance to reconnect with nature. What better way to embrace the beauty of the season? 🏔️ 🌲

#SpanishPeaksCountry #HikingHuerfano

10/25 Stargazing



As the days grow shorter, experience the awe-inspiring night sky over Huerfano County. Bring your telescope for an unforgettable evening under the stars! ✨🔭

#SpanishPeaksCountry



10/30 Fun Fact

Item 5a.



Did you know?

#SpanishPeaksCountry is rich in history, as these mountains were significant to Native American tribes and later played a role in early settler routes.

Spanish Peaks offer not only breathtaking views but also a diverse ecosystem teeming with wildlife, making it a must-visit for anyone exploring the natural beauty of Huerfano County!

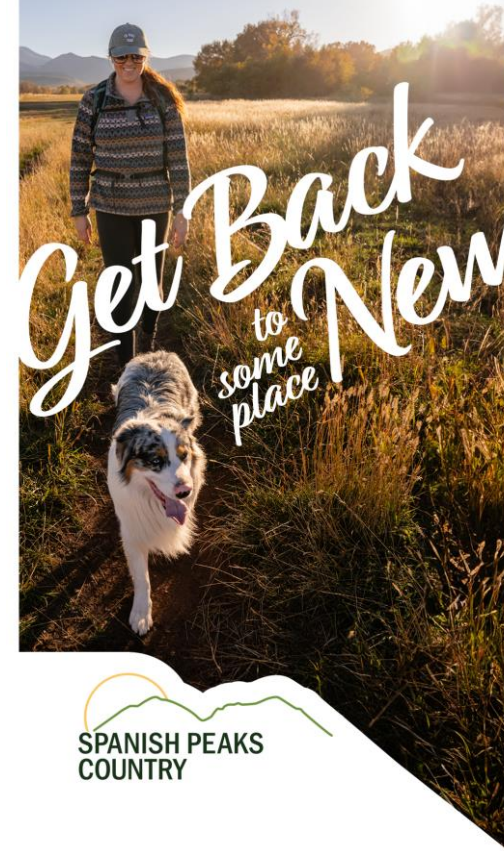


Updated Creative

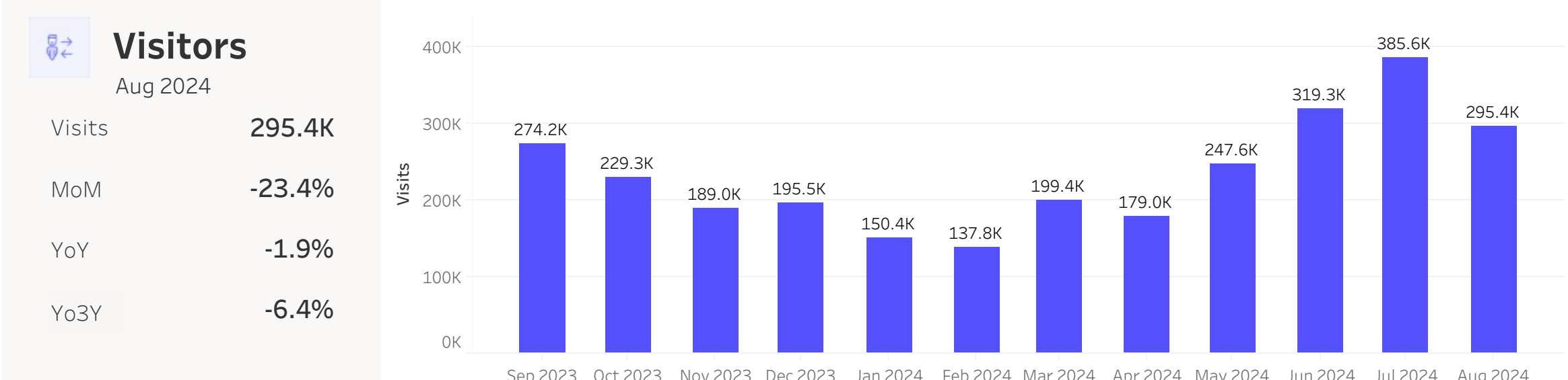


Updated Social and Display Creative

Item 5a.



THANK YOU!



2025 Expenditures

CTO Match	\$15,000
Placer	\$12,000
Guide reprint	\$3,500
Billboards	\$5,000
Contributions	\$6,000
MailChimp	\$4,500
Postage	\$400
TravelStorys	\$500
Care for Colorado	\$150
Website Expenses	\$400
AdPro*	\$50,040
Treasurer's Fee	\$2,500
Total	\$99,990

***AdPro Breakdown**

Digital	SEM	\$7,400
	Paid Social	\$4,000
	Geofencing	\$2,000
	Streaming Audio	\$4,000
	Digital Subtotal	\$17,400
Database Marketing	Newsletter	\$3,600
	DM Subtotal	\$3,600
PR & Comms	Media Relations	\$5,400
	Organic Social	\$7,140
	PR & C Subtotal	\$12,540
Website	Maintenance	\$1,800
	Web Subtotal	\$1,800
Account Services	Account Fee	\$13,500
	Account Subtotal	\$13,500
Creative	Graphic Design	\$1,200
	Creative Subtotal	\$1,200
AdPro Total:		\$50,040

September 6, 2024

Mr. Robert Gilbert
Huerfano County Board of Tourism
401 Main Street
Walsenburg, CO 81089

Dear Mr. Gilbert;

Thank You for your inquiry regarding our CDOT Licensed #08344 for a billboard sign up to 580 SF Billboard located at 110 West 7th Street in Walsenburg, CO, 81089. This is a very high traffic location with over 3.6 million cars a year according to CDOT.

We have agreed to rent this up to 580 sq ft billboard ad space to The Huerfano County Tourism Board for a period of 60 months or 5 years starting on Oct. 1, 2024, and ending on Sept. 30, 2029 at which The Huerfano County Board of Tourism shall have the first right of refusal for another 5 year term at a monthly cost to be determined.

The cost is \$350.00 per month paid 1 year in advance for a total of \$4,200.00 payable each year in advance by September 30, each year.

Checks are to be made payable to Rio West Mortgage Corp. P.O. Box 804, Walsenburg, CO 81089.

The Huerfano County Tourism Board shall be responsible for designing and paying for the vinyl sign itself as well as all maintenance of the sign. As I stated to you there are already Drilled holes every 2 feet which could be utilized again for the new sign.

Please be kind enough to send me the final proof of the new sign at riowest@msn.com

Feel free to contact me at 719-240-3535 if you have any questions.

Sincerely Yours,

Richard B. McEntee
President
Rio West Mortgage Corp.

Agreed to and Accepted.
Huerfano County Tourism Board