

Minutes
Rio Grande Tourism Board
August 21st, 2018

The meeting was held in the Commissioner's Chambers, Tuesday, February 20th, 2018, President Josephine Pierce called the meeting to order at 9:00 AM. Board members present included Britt Jardon, Louise Coville, Christian Grill, Linda Burnett, and Dustin Underwood. Others present were Gene Glover, Mark Teders, Kat Olance, Ashlee Bratton, Todd Small, Marty Asplin.

Minutes: Linda moved to accept the minutes as presented. Dustin 2nd. Motion carried.

Financial Statement: Dustin reported that income is at \$49,000 so far for the year. Expenses total \$80,413 to date. We have \$73,798 available for funding from reserves. Louise moved to accept treasurer's report, Linda 2nd, motion carried.

Community Reports:

- Del Norte Chamber; No report
- Rio Grande County Museum; Louise reported that she is working on a 1-day workshop to help the other museums in the area market themselves more efficiently. Kat Olance reported that she wanted to thank the Board for helping fund the SLV Museum Brochure. She also reported that CWAM; Colorado/Wyoming Association of Museums has a conference every year and she has put a bid in to host the conference in the Valley. She reported that New Mexico will attend as well if we have it this close to their state. RGCM is assisting the two museums in Monte Vista with advertising. Louise also reported that they are about to open a new exhibit called "WWI on the Home Front". The County is helping in getting a new museum sign.
- S. F. Chamber; Christian reported the 4th of July, Logger days were both very good. Focus was on bringing families. Bingo is still going into September.
- S. F. Visitor's Center; Mark reported South fork has hosted a Pickleball tournament, experienced the Rhythms on the Rio. The Shady Burro Enduro was held. 60 People were here for the Mushroom forte. They love the rodeo and it's getting bigger. Lastly, visitor numbers are down slightly from last year.
- Alamosa Marketing; No Report.
- SLV Tourism Assn.; Kat Olance reported she is now President of the Assn. She reported that the Tourism Conference for the Valley will be February 21st, 2019. The SLV maps are going to print. They will need help again in 2019. She reported they are getting the word out about the SLV Tourism Assn through T-shirts, Maps, stickers, Facebook, and their Website.
- URGDC; Marty reported that development companies and engineers have chosen the Valley as a place to test drones. URGDC is helping the Alamosa airport keep its Essential Air Service status. The Frontier Drive-in is coming along, they are working on the screen, the projection building and putting in a water system. They are building a boat ramp on the river in Del Norte. 12 hours of Penitence is scheduled for October 13th.
- Commissioners Report; Gene reported that the County had a fairly successful Summer Tourist Season and wanted to thank the Board and recognize the importance of this Board. He also reported that the bid for the new sign for the museum is \$3285 plus installation.

Old Business:

- Christi Bode: Is With the "Mountain Film Roadshow" and they are coming to our area and she will attend our meeting when they come.
- Event Video: It's being produced by a lady out of Durango. Doing two 30 second videos. She's getting new footage. Should have it all together by March for Summer 2019.
- Denver Everyday Colorado: They want to come introduce themselves but this was not a good time for them. We tabled until next year.
- Tourism Assistant Replacement: Josephine reported that we received 5 resumes. She asked for volunteers to sit on an interview panel. Linda, Louise, and Gene will help Josephine.

New Business:

- Rio Grande Club Presentation: Ashlee Bratton and Todd Small gave a presentation to the Board to ask for the matching funds for several areas of Marketing for the Club and for the South Fork area. They would work with the Tourism board to promote Rio Grande County and attract more visitors to the area. Josephine explained that we are going into our annual budget preparations and that their proposal would be considered during that time.
- Grand Circle Membership: Our membership in the Grand Circle is coming up. This is a tourism group for the 4 corners area so it includes New Mexico, Arizona and Utah. They go to trade shows, have brochures in racks all over the south west and put out a magazine. Membership is \$450 for 2019. We got 412 hits from their magazine this year. Over 700 last year. We need to see if they have an editorial section so we can get an article in the magazine. It was brought up; should SLV Tourism Assn be involved with Grand Circle? No action taken at this meeting.
- 2019 Budget Proposal and work sheet: Josephine asked if we could all stay and have a work session after today's regular meeting and get our budget ready to present to the Commissioners. We all agreed to stay.
- Tourism Assistant's Report: Ruth reported she is doing a photo contest with Christy Mountain Sports. She is running all the lodging posts on Facebook too to get more exposure. Golf course article was in elevation Outdoors, Ruth recommends we do the Snow West ads and budget \$850, Britt made a motion to do so, Christian 2nd, motion carried.
- Rio Grande County Museum: Louise submitted paper work to receive the museum's annual maintenance amount of \$4,000. Britt made a motion to release funds for maintenance For the Rio Grande County Museum, Dustin 2nd, motion carried.

Bills to be Paid:

Publishing House	\$1,090.00	Master Print	\$305.00	Ediface Creative	\$ 96.84
Agri Tourism Marketing	\$ 250.00	Texas Monthly	\$250.00	Pencraft	\$1,600.00
Summit Publishing	\$ 925.00	BCI Media Service	\$2,602.84	KRQE TV	\$ 982.82
KWBQ TV	\$1,182.98	KAZY TV	\$ 624.74	R.G.C. Museum	\$4,000.00

Linda moved to pay the bills as presented, Britt 2nd, motion carried.

Next meeting September 18th, 2018