

Minutes
Rio Grande Tourism Board
June 26, 2018

The meeting was held in the Commissioner's Chambers, Tuesday, June 26, 2018, President Josephine Pierce called the meeting to order at 9:00 a.m. Directors present were Louise Colville, Christian Grill, Linda Burnett, Dustin Underwood, and Kimberley Krahn. Guests present were Marty and Bonnie Asplin, Mark Teders, Commissioner Gene Glover, and Christi Bode.

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

Financials: Dustin will send the financials out to all the Board members.

Community Reports:

- **Del Norte Chamber;** Marty Asplin talked about the Trail Showcase. There was a good turnout. More riders than they had before. Several magazines were in attendance and they will be putting articles in their magazines about the event. "Covered Wagon Days" is coming up.
- **Rio Grande County Museum & Visitor Center;** Louise; Museum has been open a month and they are seeing a lot of visitors. "Old Spanish Trail" event will be July 21st. Louise found a black box that had the corner stone of the old courthouse in it.
- **Monte Vista Chamber;** Linda; The 1st annual "Taste of the Valley" will happen on June 30th at Chapman Park from 10-6 p.m. They are expecting about 20 food and non-food vendors. June 12th was "Meet the Candidates". It was a successful event.
- **S.F. Chamber;** Christian: July 3rd will be the July 4th Parade. "Logger Days" is looking like it will be the biggest one ever.
- **Silver Thread Visitor's Center;** Mark Teders; "Fishing Clinic" was a success. There were 52 kids on Father's Day. Each child received a fishing pole (ages 7-15). The big July 4th parade will be next week on July 3rd. There have been a lot more people in the Rio Grande forest.
- **Alamosa Marketing District;** No report.
- **SLV Tourism;** No report.
- **URGDC;** Marty and Bonnie Asplin; "Keep it Cool" maps were handed out during the Trail Showcase. There is a Trading Post opening in Del Norte. Also opening is the first Hemp Processing Center in the Valley. They are working with the Town of South Fork on the water system in parts of town. Rio Grande Hospital is opening a Care Wound Center at the hospital. They are also in the process of building a new emergency room. The Del Norte River Project is still waiting on a permit so they can make the 1st man made project on the Rio Grande River. (Parking lot, boat ramp, 404 permit to go through the willows)
- **County Commissioners;** Gene; Road projects are currently going on using a new crushing machine. A nurse and doctor will be available at the jail very soon. A question was raised whether the Tourism Board is still willing to help fund the Museum sign. There also may be a Tractor Museum coming to Del Norte.
- **Old Business:**
- **Monte Vista Marquee Funding Request:** Still working on it.
- **Digital Media Quotes & Event Video Update:** Agency Tourism Marketing (Used to be Internet Honey), Comprehensive Digital Marketing Proposal (from Del Norte, BCI) Christian suggested we put everything on one video that happens in the Valley throughout the entire year. The video could just have a small clip of each event. Josephine does have some videos already on a hard drive. Maybe some of the other events might have videos they could share. So, it would depend how many events we would need to video. Each video would direct viewers to a specific calendar which could be changed every year. Josephine will get with Amy from BCI and setup a time to come and talk to the Board. An e-mail will be sent out to discuss a budget. The Board decided to stick with videos first.
- **Denver Everyday Colorado:** Do filming now and run in the spring. They are fine with this. A payment plan will be set up (part for video and the rest for airing the video). We need a layout of when things would be aired. Kazie and Christian will help. Everyday Colorado will be here for several days. Some of the items they will be taking videos of are: Fishing, ATV's, Windsor Hotel, mountain biking, rafting, Movie Manor and other locations. Josephine made a motion to use a budget not to exceed \$12,000. Dustin 2nd. Motion carried.
- **KREZ Event:** Tabled for later.

New Business:

- **Reserve Funding Distribution:** One of the items that will be taking place, per the letter from the Commissioners, is the distribution of \$80,000 between Monte Vista, Del Norte and South Fork. The money must be used for Tourism and a receipt(s) must be submitted to the Tourism Board showing how and where the money was spent.
- **Christi Bode: Mt. Film Roadshow** – Christi runs a small video company. She is interested in seeing if the Board can help her put on a Mountain Film Roadshow. It is a 2 ½ hour mini festival. The company sends out an MC. The tours run from August 1st – May 1st. It would be a fund raiser for the county. Valley Hi is interested in hosting this event. They are thinking of January or late April. The event features 8 -12 films. It is meant for people to rally around their community, not necessarily for visitors. The Board will discuss this further at the August 21st meeting, to see how they can help.
- **Tourism Assistant Replacement:** No interest yet. The ad will be run for another month.
- **Tourism Assistant Report:** All of the lodging posts have run. Newsletter was sent. There was a jump in requests for the Visitor Guides. Golf article was submitted with photos. SnoWest has changed a little. Last year the Tourism Board paid \$850 for a ¼ page ad for 5 months. This year the cost is \$8,415. Josephine would like to know what the difference is from last year, since it is such a big price difference. This will be tabled until next meeting. August 6th is the annual Valley Wide Economic Summit. Google Analytics: shows that people are spending a lot of time on the site. Facebook – Followers: 1,302, Likes: 1,298. This is a big jump from last year at this time.

Bills to Be Paid:

• Pencraft	\$800.00	Ruth Carapella	SLV Tourism	\$ 40.00	Valley Publishing	\$ 54.25
• Elevation Outdoors	\$616.00 +1,088.00		Pueblo Chieftain	\$1,500.00	KASY	\$ 220.38
• KWBQ	\$294.00		KRQE	\$ 385.71	Valley Publishing	\$2,730.00
• KDVR Fox 31	\$3,750.00		KWGN (Denver)	\$4,375.00	KDVR	\$1,850.00
• KWGN	1,650.00		Master Print	169.00	Ediface Creative	41.29
• Agency Tour.	850.00					

Kimberly moved to pay the bills presented, Christian 2nd, motion carried.

*An e-vote was taken regarding BCI Media. All Board members were in favor of a \$5,000 budget for BCI Media to do 2 videos.

Next meeting will be Tuesday August 21st @ 9 A.M. in the Commissioners' Chambers.