

Minutes  
Rio Grande Tourism Board  
May 15, 2018

The meeting was held in the Commissioner's Chambers, Tuesday, May 15, 2018, President Josephine Pierce called the meeting to order at 9:00 a.m. Directors present were Dustin Underwood, Louise Colville, Christen Grill, Linda Burnett, and Kazie Hayes. Guests present were Marty and Bonnie Asplin, Mark Teders, Commissioner Gene Glover, Cal Mortenson and Shane Burris.

**Minutes:** Linda moved to accept the minutes as presented. Kazie 2<sup>nd</sup>. Motion carried.

**Financials:** Dustin; Total expenses YTD are \$60,582.27. Total Revenue YTD is \$23,167.53. Kazie moved to accept financials as presented Louise 2<sup>nd</sup>, motion carried.

**Community Reports:**

- Del Norte Chamber; No report.
- Rio Grande County Museum and Visitor Center; Louise; Museum will be opening June 1<sup>st</sup>. Visitor Center is open. Gene is still working on the sign to show it is a Visitor's Center & Museum.
- Monte Vista Chamber; Linda; The Home & Garden Show had 500 people both days. In 2019 the Home & Garden Show will be the 1<sup>st</sup> weekend in March. The Dirt Drag Race will be the 1<sup>st</sup> weekend of June. June 16<sup>th</sup> there will be a one day motorcycle event. Proceeds will go to the local veterans. The Chamber is hosting a "Meet the Candidates" event at the Information Center June 12<sup>th</sup> at 6:00 p.m. Taste of the Valley will be June 30<sup>th</sup>.
- S.F. Chamber; Nothing new.
- Silver Thread Visitor's Center; Mark Teders; New sign should be done by June 1<sup>st</sup>, hopefully.
- Alamosa Marketing District; Cal Mortenson; They are looking at becoming their own region.
- SLV Tourism: No report.
- URGEDC; Marty and Bonnie are working with Senator Tipton on the CTO. May 22<sup>nd</sup> the new brochure for Care for Colorado will be ready. The Trail Showcase will be June 10, 11 & 12. Monday night of the Showcase, June 11<sup>th</sup>, will be kind of like a trade show. It is a public event. All information will be on the Del Norte Chamber website.
- County Commissioners; Gene reported that the SLV Transit will now leave from DN, Monte Vista, Saguache, and Salida. Bus stops will be at the Alta stations. It will be called Eagle Lines and will service the entire Valley.
- **Old Business:**
- Taste of the Valley Funding Request: It will be held on June 30<sup>th</sup>. This is its first year and has a few vendors that will be coming. A funding request was submitted for the amount of \$2,500 to help with radio, newspaper and online advertising. Lousie made a motion to approve the request. Kazie 2<sup>nd</sup>. Motion carried.
- Marquee Funding Request: Tabled until more sponsorship can be found.
- Event Video Updates: Amy Engle is going to look at the current YouTube videos and see if they can be easily edited. She'll also determine if any new videos should be added. Digital marketing proposal will be submitted at the June meeting.
- Television spots: Now running in the Denver market since May 1<sup>st</sup>, also in the Albuquerque market.
- Tourism Engine: Our new logo is on everything and ready to go.

**New Business:**

- Covered Wagon Days: A request was submitted for \$3,500 (20% of their budget) for advertising. Dustin made a motion to approve the funding request. Kazie 2<sup>nd</sup>. Motion carried.
- Logger Days: A request was submitted for advertising in the amount of \$2,000 for posters, newspaper ads, radio ads and t-shirts. Dustin made a motion to approve the funding request. Christian 2<sup>nd</sup>. Motion carried.
- August 23<sup>rd</sup> – KREQ Homepage: It is an advertising opportunity. For \$500 a group can take over KREQ's homepage for 24 hours in order to advertise. Kazie mentioned that she would like to see the Board wait until there is some statistics to review since it is only their 1<sup>st</sup> year. The Board concurred and no further action was taken.
- Bucking Bulls: Shane Burris gave the Board a recap of his riding school which the Board helped sponsor. It was one of the best schools they've had. Thirteen students attended. One student was from the Valley and the others were from other locations. "Spring in the Valley" has been going really well. This is the last week. He just started advertising for the "Futurity" on July 7<sup>th</sup>. Shane talked about the "Announcers Sponsorship". He brought a new copy for 2018. The Board sponsored it for a 3 year agreement. This is the 2<sup>nd</sup> year of the agreement.
- Tourism Assistant Report: Facebook – All lodging is loaded and ready to run. E-Newsletter – If there are any changes to Ruth's e-mail newsletter, please let her know. Thirst Ad – If there are any changes, please let Ruth know. Britt will get with Ruth and have the golf course article ready and it will run in the July/Aug article. One change was instead of "the

Valley” it should be the “San Luis Valley”. Google Analytics – It shows the interests of the people who are going to our web site (Food & Dining, Travel/Hotel accommodations and News/Weather were the three top interests). The second graph shows some general information about our web site users (when the users visit the site, where the users are from and what devices they used to obtain the information {mobile was most used}) and the third report looks at the referring sites to see if any of our banner ads are working (Facebook is the top site). Ruth will continue as long as she can. Her job is taking new directions and she wants to make sure everything is covered. Josephine is going to put an ad into the newspaper again.

- **Bills to Be Paid:**

• Burris and Sons	\$3,000.00	
• S.F. Chamber	\$2,000.00	Logger Days
• Pencraft	\$800.00	Ruth Carapella
• Covered Wagon Days	\$3,500.00	
• Monte Vista Chamber	\$2,500.00	Taste of the Valley
• Master Print	\$1,100.00	
• Ediface Creative	\$41.31	
• Agency Marketing	\$100.00	
• Publishing House	\$1,820.00	Thirst Colorado
• KWGN TV	\$1,100.00	
• KDVR TV	\$1,025.00	

Kazie moved to pay the bills presented, Linda 2<sup>nd</sup>, motion carried.

June meeting will be Tuesday June 26th, @ 9 A.M. in the Commissioners’ Chambers.