

Minutes
Rio Grande Tourism Board
October 16th, 2018

The meeting was held in the Commissioner's Chambers, Tuesday, October 16th, 2018, President Josephine Pierce called the meeting to order at 9:00 AM. Board members present included Britt Jardon, Louise Coville, Linda Burnett, Kazie Hayes, Kim Krahn and Dustin Underwood. Others present were Marty & Bonnie Asplin, Mark Teders, Kat Olance, and Amy Engle.

Minutes: Kazie moved to accept the minutes, Dustin 2nd, motion carried.

Financial Statement: Dustin reported that we have \$118,108.09 in expenses for the year and \$63,232.95 collected this year. Some of the third quarter and all the fourth quarter revenue is still to be reflected. Kazie moved to accept the financial statement, Kim 2nd, motion carried.

Community Reports:

- **D. N. Chamber:** Amy reported that they are working on the Parade of Lights, trying to get some funding for fireworks from the town of Del Norte and working on the new signage for town.
- **R.G.C. Museum:** Louise reported the museum is getting a new sign as well. The board is working on a celebration of the holidays for November and December, and she is trying to get some winter activities organized at the museum.
- **M. V. Chamber:** Linda reported they are working on four events, Parade of lights in December, Ag Conference in February, Crane Festival in March, and the Home and Garden Show.
- **S.F. Chamber:** Kim reported they are doing Christmas lighting the day after Thanksgiving, and they are having Winterfest on December 7th and 8th at the Rio Grande Club and the Community Center downtown. They are working on allocating their Bingo revenue, and are electing new directors.
- **Visitor's Center:** Mark reported they had their Chili cookoff last weekend; 12 Cooks, 18 Chilis; red and green. Rio Grande Club was first in Red chili and 2nd in Green, Ramon's had the best Salsa!
- **SLV Tourism/Museums:** Kat Olance reported; she would like to give her email address for an information website. She wants as much info about the Valley as she can get. The address is for the whole valley: SanLuisValley.org@gmail.com. She also reported the State has finally given us our own travel region called, "Mystic San Luis Valley". She also reported they are working on the Valley wide tourism conference in February and asked that we send someone from our Board to give a report about what we are doing in Rio Grande County. Kat also submitted a funding request for \$18,000 over a three-year commitment. This is a continuing request for funds from the San Luis Valley Tourism Assn. We budgeted \$5,000 for 2019. Kat also requested funds for the SLV Museum Assn. They represent 17 museums in the Valley, the Old Spanish Trail, and all the scenic byways in the area. She is working on a History Conference for the museums that will attract curators from New Mexico as well. She would like to request a three-year commitment from the board of \$1200 a year for a three-year total of \$3600. Kim mentioned to Kat about tracking numbers for the museums and she said they already keep very good records throughout the various museums on how many visitors they get each year. Kazie moved to fund the SLV Tourism Assn. for three years for \$18,000, getting the additional \$1,000 from reserves or 2019, and then budget for 2020 and 2021, Linda 2nd, motion carried, Louise abstained from voting. Dustin moved to fund the Museum Assn. for a three-year commitment of \$3600, Britt 2nd, motion carried, Louise abstained from voting. Both of these requests will be funded starting in 2019.
- **URGDC:** Marty and Bonnie reported they are working on their 5-year economic plan. They reported the 24 Hours of Penitence had 68 racers. Work on the River project in Del Norte has finally been granted and weather permitting and will start very soon. They have to work outside the irrigation season, so they have to work from November 1st to April 1st. They should be finished by fall of 2020.
- **Commissioner's Report:** No report.

Old Business:

- **Event Video:** Still in progress.
- **Grand Circle:** We have requested and are still waiting for the opportunity to put an editorial page in their publication and on their website.
- **Tourism Funding Packet Revisions:** Josephine has made some changes. Please check out and look for other changes we need or omissions. We'll vote on the revisions at the November meeting.
- **Mountain Film Tour:** Monte Vista Chamber is also help to fund this event. It's January 24th at the Valley Theatre. They are requesting \$2100. Louise moved to fund the request for the Mountain Film Tour for \$2100, Kazie 2nd, motion carried, Linda abstained from voting.

New Business:

- **Event Follow Up Reports:** Josephine reported she's gotten Logger Days, Covered Wagon Days, and the Silver Thread Studio tour follow up reports. They are in and complete. Mark also submitted the 3rd quarter report for Silver Thread and need to get the invoice for the 2nd quarter and 3rd quarter.
- **Tourism Assistant Introduction:** Amy Engle was introduced. She has been working already with Ruth and the transition is going smoothly.
- **Tourism Assistant's Report:** Amy and Ruth are moving fast with the information transfer. They are both working on the E newsletter. They want to get it out soon in order to highlight the new snow and Wolf Creek opening.

Bills to be Paid:

| | |
|----------------------------|-----------|
| • Master Print | \$205. |
| • Edifas Creative | \$50.16. |
| • Agency Tourism Marketing | \$125. |
| • Pencraft | \$800. |
| • Pack A Way Self Storage | \$150. |
| • KRQE | \$785.72. |
| • KASY | \$237.33 |
| | KWBQ |
| | \$497.30 |

Kazie moved to pay the bills, Linda 2nd, motion carried.

Next meeting November 20th, 9 AM.