

Minutes  
Rio Grande Tourism Board  
September 25<sup>th</sup>, 2018

The meeting was held in the Commissioner's Chambers, Tuesday, September 25<sup>th</sup>, 2018, Vice President Britt Jardon called the meeting to order at 9:00 AM. Board members present included Louise Coville, Christian Grill, Linda Burnett, Kazie Hayes, Kim Krahn and Dustin Underwood. Others present were Gene Glover, Dan Hicks, Ashlee Bratton, Marty & Bonnie Asplin, and William Kreutzer.

**Minutes:** Linda moved to accept the minutes with a correction to the first line of the minutes that says the meeting was held in February, corrected to August 21<sup>st</sup>, Dustin 2<sup>nd</sup>, motion carried.

**Financial Statement:** Revenue through July is \$51,767.05. Expenses for July were just over \$16,000 due mainly because of the Television ads purchased. Expenses to date are \$114,242.44. Linda moved to accept the financial statement as presented, Kazie 2<sup>nd</sup>, motion carried.

**Community Reports:**

- **D. N. Chamber:** William Kreutzer reported the chamber is going to propose a 1% tourism tax for the town of Del Norte to help promote tourist related activities in town. They want to change their image or brand to reflect the outdoor trail/mountain bike experience for the area. They are exploring new ideas for the 12 Hours of Penitence. Adventure Pro Magazine came and filmed a Trail Showcase segment about the trails in the area. We were shown the short video by Marty Asplin.
- **Rio Grande County Museum:** Louise reported that things have slowed down considerably. She had an archeologist stop at the museum for information she had about the Summitville Site. He is preparing a detailed report about the entire site. She also reported that the Forest Service is doing projects she is going to use as program material for future exhibits.
- **M.V. Chamber:** Linda reported that they will be hosting the SLV Chambers of Commerce meeting. Moonlight madness will be Nov. 30<sup>th</sup> and Dec. 1<sup>st</sup>. Along with the Holiday Bazaar and the Parade of Lights on Dec.1<sup>st</sup>.
- **S. F. Chamber:** Christian reported they are starting to talk about Winterfest. They want to have it at the Community Center. October 11<sup>th</sup> is the Chili Contest at the Fire House.
- **Silver Thread Visitor's Center:** Dan Hicks reported that he was there to make the Town of South Fork's formal request for \$54,000. He gave a very detailed presentation that was very clear and concise; The Town's only industry is Tourism; their total budget is around \$750,000; Tourism board money is critical to their marketing efforts. They have Identified their target market demographics; ages 35 to 72, they want to target the front range of Colorado and target Texas, they want to focus on the shoulder seasons. They are using social media and just recently received 32,000 responses from a fall color blast they put out. They've updated to mobile ready application because more people search via their hand-held device now. The Town offers so many tourist opportunities. Dan also recognized this board's frustration with documentation and knows that they must be better. Britt thanked Dan for the detailed presentation and told him we would be looking at all the towns' needs as budget is coming due. Gene also thanked Dan and said this was the first presentation he's seen from South Fork that is clear as to their request and their obligation to this board.
- **Alamosa Marketing District:** No Report
- **S L V Tourism Assn:** No Report
- **URDEDC:** Marty and Bonnie reported they are helping the Town of South Fork get a municipal water system that will also service fire hydrants. They reported the Town of Del Norte just received their Trails permit for their River Front Recreation Project. He reported that the River Rat, a radio station in Salida/Buena Vista wanted to run ads for the 12 Hours of Penitence in exchange for a sponsorship, so they run ads all day in the Arkansas Valley until the race.
- **Commissioner's Report:** Gene reported that things are good at the County. Budget has started. Going into the end of the year in good shape. They have been able to complete several County wide paving projects ahead of schedule.

**Old Business:**

- **Event Video:** Josephine reported at the last meeting that more editing was necessary and more content was being added.
- **Ashlee Bratton:** Ashlee came to ask if we would still be open to partnering with the Club at some level even if it were to be scaled back to a smaller amount. Gene reported to Ashlee that he needed to see what the Town of south Fork was going to do before he could have voted in favor. He said it looks like the Visitor's Center is going to include the Rio Grande Club as an advertising partner and we can continue working with them.

**New Business:**

- **Grand Circle Membership:** Tabled pending 2019 editorial

- Tourism Funding Packet changes: Josephine is updating and changing and hopes to have a sample for review to the board next month.
- Tourism Assistant Replacement: Linda reported that she and Josephine met and did interviews and they recommend we hire Amy Engle. She has extensive knowledge of the area and is very qualified to manage our social media campaign. She also is on the Del Norte Chamber Board. Gene reported that he felt it wise to continue with Ruth as well until the end of the year to help get Amy up to speed. Kazie made a motion to hire Amy Engle starting October 1<sup>st</sup> and to keep Ruth on salary until the end of the year for transition, Dustin 2<sup>nd</sup>, motion carried. One thing that the board would like Amy to start working on soon is to contact all the lodgers to see how they are getting their online leads and if we can help. We want to find out how people are searching for our area. We all agree people don't search an area by "County" when going on vacation.
- Colorado State Vacation Guide: Kazie moved to do the ½ page ad again in the two-page spread in the State's vacation guide for a cost of \$7472, which is the same as last year, Dustin 2<sup>nd</sup>, motion carried. Gene added that we need to make sure the wording changes from Country to County.
- Tourism Assistant's Report:
  1. Facebook: Ruth asked if we want to do a regular contest and if so what should we use for a prize? The board discussed and said yes to do a contest, quarterly, and get a bigger prize, we will discuss the prize; maybe lodging and skiing or lodging and golfing etc. She also asked if we should run a post to promote the ski area or any other specific business. The board felt no, just promote snow season in general.
  2. Elevation Outdoors: Ad needs to be in by October 3<sup>rd</sup>. It will run as a social media post in November as well.
  3. Snow West: Do we want to Re up our banner ads for Snow west? Board says yes, but want a tracking device so we can see if it is effective.

**Bills to be Paid:**

Master Print		\$100.00
Edifas Creative	\$ 45.65	
Agency Tourism Marketing		\$250.00
Publishing House		\$1,090.00
Summit Publishing (Elevation Outdoors)		\$780.00
Pencraft for June and August		\$1,600.00

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

Next meeting October 16<sup>th</sup>, 9:00 A.M. in the Commissioner's Chambers