

Minutes
Rio Grande Tourism Board
February 20th, 2018

The meeting was held in the Commissioner's Chambers, Tuesday, February 20th, 2018, vice president Britt Jardon called the meeting to order at 9:00 a.m. Directors present were Dustin Underwood, Linda Burnett, and Kazie Hayes. Kazie has Josephine's proxy vote and Britt has Louise's proxy vote. Guests present were Marty Asplin, Mark Teders, Commissioners Gene Glover and Suzanne Boethell, Shane Burris and Cordell Curtis.

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

Financial Statement: Dustin reported that income for 2017 was \$160,821.72. There were \$11,529.37 in expenses for January and \$3,717.37 in expenses to close out 2017. The Reserve Balance is \$238,000 as reported by Commissioner Glover. Kazie moved to accept the Financial Statement as presented. Linda 2nd, Motion carried.

Community Reports:

- **D N Chamber:** No Report
- **R G C Museum and Visitor Center:** No Report, Louise is recovering from surgery.
- **M V Chamber:** Very Successful Ag Conference. Wednesday, they had a Hemp symposium which was the largest attendance of the conference. Interest from our state, other states and international interest. The Crane fest is coming up in March and all the booth spaces are gone. They are working on the Home & Garden Show which will be held April 7th & 8th. Taste of the Valley will be June 30th.
- **S F Chamber/Visitor Center:** Visitor Center has a Web Cam now they've had over 5,000 hits already. Ice skating rink was dismal this year because of weather. Had a big three-day weekend for president's day weekend.
- **Alamosa Marketing District:** No report. New person in place, Kayle Mortensen.
- **S L V Tourism:** SLV Conference is February 21st. Starts at Noon and goes thru dinner and silent auction at 6 P.M. Britt will give our county report to the group.
- **URGEDC:** Marty reported that The Annual Dinner @ The Rio Grande Club will be April 9th. The Folks speaking at the dinner are buying the property that used to be the old "Drive-In" in Center. Marty also said a man from Switzerland wants to open a swiss cheese factory. He also reported that they are trying to get the New Mexico film industry interested in southern Colorado for their films.
- **County Commissioners:** Commissioners are still discussing the South Fork concerns. One concern was South Fork wants input on who is on the board. They agreed to give them a voice in the members for the board from south Fork. Also, they have some suggestions/requests for advertising. Could we check into television spots for the front range, but also for other Cities like Phoenix and Albuquerque. They also asked if our maps are on our website and can they be downloaded easily. Mark Teders actually spoke up and said yes, they are and so are the forest service maps now. Gene also asked how we got our brand. He would like us to pursue a brand about the 'county' vs 'country'. Gets told all the time about the Rio Grande valley in Texas. Kazie spoke of doing a contest within the county for a new brand. Approach the schools and the public about it and give away a nice gift to the winner; trip, iPad, etc. We'll have a work session to talk about this and a few other concerns.

Old Business:

- **S.F. 2017 Funding Request:** Mark presented some paperwork totaling \$3,863.40. for 2017. Kazie moved to fund S.F. requests for \$3,863.40, Dustin 2nd, motion carried.
- **S.F. 2018 Funding Request:** Tabled until the commissioners give us direction.
- **SLV Tourism Map Update:** We are making a few name changes and some lodgers are no longer in business. We'll get back to them with the changes.
- **Shane Burris:** As a follow up, Shane attended a bull challenge in Castlerock and was able to sign up kids for the bull riding school in April. He also introduced Cordell Curtis. Cordell has many pro bull riding highlights. He is the only pro bull rider to come from Rio Grande County. He is the 2017 Mountain States Pro Rodeo Circuit Finals Champion. He's headed to rookie of the year. Shane would put our logo on all of the following; Cordell's breast and yoke of his competition shirts, on vest above number on his back, front of vest, logo on his autograph sheets, on his truck, and on his second pair of chaps. Shane proposed a \$2,000 partnership, funds for travel and cost of embroidery and stickers. Dustin moved to fund \$2,200 for partnership and cost of embroidery, Linda 2nd, motion carried.

New Business:

- **Crane Fest Request:** Funding Request; Jenny Nehring representing the Crane Festival sent a very thorough and complete funding request for \$1,000 for the 2018 event. Dustin moved to fund the Crane Fest request for \$1,000, Kazie 2nd, motion carried.

- **12 Hours of Penitence/ Mtn bike Race Funding Request:** Bonnie Asplin submitted a very thorough and complete funding request for \$2,000 for their 2018 event. Kazie moved to fund the request for \$2,000 Linda 2nd, motion carried
- **Tourism Assistant's Report:** Ruth reported that Facebook boosts are working great, they don't cost much and we should do more. They are \$7 to \$15 each. Increase ad spend to \$50 each time. She wants to do a boosted post every few weeks and she will submit a spread sheet as to how much we've spent. With a limit of \$1,000 for the year. We all like the idea and can get quite a bit of exposure from these boosted posts, and \$1,000 for the year is very manageable. She also asked about the lodging summary on our web page and should it be updated to remove closed facilities and change names as needed. We will instruct her to please update our 2018 lodging summary. She also reported on total like for our Facebook page of 1,141 and where our page likes happened. She also submitted four ad opportunities; 1. SnoWest gave us a proposal for their summer magazine, Ruth wants to go back and ask for a package in their summer magazine Dirt Toys Magazine similar to our ad in the SnoWest magazine. We say do it. 2. Sportsman Group; she wants to go to them with a budget of about \$1,000 to \$1,500 with an emphasis on fly fishermen. She'll have for next month. 3. Elevation Outdoors; she is going to go back to them for a better deal around \$2,100 to \$2,500. 4. Thirst Colorado; We all like this proposal, but saw that the dead line is April 4th, so we will table a decision about this opportunity until next meeting so Josephine can give her input as well.

Bills:

Edifas Creative	\$ 40.43 (web)
Master Print	301.50 (web)
Pencraft, Inc.	842.00 Retainer and photos for display
Burris & Sons	900.00 Futurity ad
Elevation outdoors	780.00 (1/2 page ad)
Agency Tourism Marketing	75.00 Web Leads
Cordell Curtis	2,200.00 partnership and embroidering
M.V. Crane Fest	1,000.00 2018 event
SLV Dirt Works/12 hrs. of Penitence	2,000.00 2018 event
Town of south Fork	3,863.40 funding requests from 2017

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

Kazie also pointed out that we need to have a work session to discuss re branding and the contest, 2018 South Fork request, and ideas about spending down the reserve.

We've proposed a meeting on Wednesday the 14th at Kazie's office 9 A.M. and we need to move the regular meeting to March 27th, the 4th Tuesday because everyone is gone on the 20th the regular date for our meeting.

Respectfully Submitted: Devi Jardon