

Minutes  
Rio Grande Tourism Board  
January 16, 2018

The meeting was held in the Commissioner's Chambers, Tuesday, January 16, 2018, President Josephine Pierce called the meeting to order at 9:00 a.m. Directors present were Dustin Underwood, Britt Jardon, Linda Burnett, Obbie Dickey and Kazie Hayes. Guests present were Marty and Bonnie Asplin, Mark Teders, Gene Glover, and Shane Burris.

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

**Financial Statement:** Dustin reported that income for 2017 was \$160,821.72. There were \$16,548.93 in expenses for December. The Reserve Balance is \$238,000 as reported by Commissioner Glover. Kazie moved to accept the Financial Statement as presented. Linda 2<sup>nd</sup>, 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:** Ag Conference will be February 6th, 7th & 8<sup>th</sup>. They are working on the Home & Garden Show which will be held April 7th & 8th. Taste of the Valley will be June 30<sup>th</sup>.
- **S F Chamber/Visitor Center:** Christen from Ute Bluff Lodge is the new chairman for South Fork Chamber of Commerce. The Visitor Center has been slow due to lack of winter. Lazy Bear has a web cam and they are getting tons of hits. Mark said they are starting to get hits from the Midwest.
- **Alamosa Marketing District:** No report. New person in place, Kayle Mortensen.
- **SLV Tourism:** SLV Conference is February 21<sup>st</sup>.
- **URGDC:** Marty and Bonnie reported that the annual report is out. The Annual Dinner @ The Rio Grande Club will be April 9<sup>th</sup>. The Folks speaking at the dinner are buying the property that used to be the old "Drive-In" in Center. Marty and Bonnie also spoke with the S.F. Chamber about promoting "customer service" to their members at their regular monthly meetings.
- **County Commissioners:** They are trying to improve the waste water treatment plant for Monte Vista to enable the industrial park by New Malt plant (proximity). With no snow, the County has been working on County Roads.

**Old Business:**

- **S.F. 2018 Funding Request:** Dustin made a motion to table this request until the Tourism Board can get more information & direction from the Commissioners. Linda 2<sup>nd</sup>. Motion carried.
- **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.

**New Business:**

- **Shane Burris:** Funding Request for Bull Riding School this spring. He is working around the High School Rodeo's schedule. It will be April 26<sup>th</sup>, 27<sup>th</sup> & 28<sup>th</sup>. April 29<sup>th</sup> is the first "Spring in the Valley" rodeo. Rio Grande Country helped them to advertise in their rodeo periodicals. We have National exposure now. There was full participation last year of 15 kids (his maximum number). Cordel Curtis is a nationally recognized champion Bull Rider. Shane is requesting \$900 for advertising. He then reported about
- **S.F. Rodeos:** They were very good! Mark said there were 400-500 tickets sold. The July 3<sup>rd</sup> rodeo was very successful. They will be doing it again. There will also be a rodeo on June 30<sup>th</sup> and July 21<sup>st</sup> during Logger Days. Shane is bringing a rodeo entertainer. He is requesting \$1,000 for the South Fork Rodeo to help put rodeo information in the tourist guide. Two additional items: Shane wants to thank the Board for the sponsorship for his trailer and his chaps. Cordel Curtis is going to the Finals and needs sponsorship. He is competing for Rookie of the Year.
- **Futurity on the Rio Grande:** Will be held on July 7<sup>th</sup>. Shane wants to get it sanctioned with ABBI (American Bucking Bull Institute). This is great recognition. There is need for some beer sponsors too for the South Fork Rodeos. Also, Shane has a concern that the facility needs repairs and paint! How or who can help? Britt moved to fund the \$900 and \$1,000 and to bring in Cordell Curtis. Linda 2<sup>nd</sup>. Motion carried.
- **International Sportsman's Expo:** Britt said that is was very successful. He handed out all the information provided by lodgers and had great success with the new summer and winter maps. The Tourism Board needs to do it again next year.
- **Tourism Assistant's Report:** Still seeing people from Texas, Florida, California and Colorado. Oklahoma & Kansas are flat now. Do we need to work on advertising specifically to Oklahoma, Kansas, Louisiana and Arkansas? General interest: 45% of people looking are under 45 years old. It used to be over age 65. Ruth continues to work on the newsletter and upcoming ads.

**Bills:**

2017

Edifas Creative	\$ 94.21 (web)
Master Print	200.00 (web)
Pencraft, Inc.	2,400.00 (last ¼ of 2017 & Sept.)
Pencraft, Inc.	1,023.16 (Trade Show display)

2018

Burris & Sons	1,900.00 (Bull Riding School and S.F. Rodeo)
Miles Partnership	7,472.00 (Ad in State Vacation Guide)
Britt Jardon	1,247.04 (ISE Reimbursement)
Master Print	100.00 (web)
Edifas Creative	40.33 (web)
Elevation outdoors	770.00 (1/2 page ad)

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

Next meeting – February 20, 2018

Respectfully Submitted: Devi Jardon