

Minutes
Rio Grande Tourism Board
March 27th, 2018

The meeting was held in the Commissioner's Chambers, Tuesday, March 27th, 2018, president Josephine Pierce called the meeting to order at 9:00 a.m. Directors present were Dustin Underwood, Louise Colville, Britt Jardon, new directors Kim Krahn owner of the Malt Shoppe and Christen Grill owner of Ute Bluff Lodge, both representing South Fork. Britt has Linda Burnett's proxy vote and Josephine has Kazie Hayes' proxy vote. Guests present were Marty and Bonnie Asplin, Mark Teders, Commissioners Gene Glover and Karla Shriver.

Minutes: Dustin moved to accept the minutes as presented. Kim 2nd. Motion carried.

Financials: Dustin; The updated 2017 ending totals are, income; \$160,821.72 and expenses of \$99,017.59. Expenses for January and February 2018 total \$23,531.80. Louise moved to accept financials as presented Britt 2nd, motion carried.

Community Reports:

- Del Norte Chamber; Marty Asplin reported the Windsor will host another 'Fam' Tour in June to continue the familiarization of our area trails for biking, hiking, ATV's, UTV's, horses, snowmobiles, etc.
- Museum; Louise reported that they had a pipe burst while she was out. Due to repairs, the museum is not open, but they are open to give out information to visitors.
- Monte Vista Chamber; they have a funding request for the 2018 Home and Garden show April 7th and 8th. They are requesting \$1250 for promotion of the event with banners, newspaper ads, Facebook and radio spots. We funded for \$1,000 last year. Britt moved to fund the Home and Garden show for \$1250 pending their last bits of paperwork that didn't get submitted because Linda was unable to attend today. Dustin 2nd, motion carried. They are also asking for help with advertising for 'Taste of the Valley', a new event to be held in Monte Vista. Because Linda was not present today, Josephine tabled this request until next month so we can get more details.
- S.F. Chamber; they are working on the July 3rd event and logger days
- Silver Thread Visitor's Center; Had a good Texas spring break, having an Easter Egg Hunt on Sunday from 10 to Noon, 1,500 eggs, hoping the whole valley will participate. Then then are having a kite flying festival all kids get a kite. They are getting some new signs for the Visitors Center because the old ones are deteriorating. They are also going to do some building maintenance In April while they are somewhat slow.
- Alamosa Marketing District; No report.
- SLV Tourism; Josephine wanted to report that there has been some miss information about our Board funding the Gator Farm Bill Board in Denver. She presented facts that we do not fund the gator farm bill board, but in fact contributed \$6,000 to a matching grant that the S L V Tourism Board was able to get to put a rotating bill Board in the Denver metro area for the San Luis Valley. She noted that the Gator Farm has had their own bill board for about 6 years now and we have never contributed to it. Britt reported that he attended the Tourism Conference in February and gave a report for our County.
- URGEDC; they are getting ready for their annual meeting at the Rio Grande Club on April 9th. The Del Norte river front project is going well and was presented to the commissioners. The Alamosa Farm Brewery is progressing along also.
- County Commissioners; Gene reported that the signs for South Fork are in need of replacement so they have started the process to get new signage. Karla reported that she did some home work on the origin of this board. A lodging tax was first discussed early in March of 1988. A special election was done on May 3rd, 1988 and passed with over 70% in favor. At that time, it was named, "Rio Grande Country." Karla also reported that she felt it was time we review our bylaws and also thought it would be beneficial to look at some lodging tax bylaws from other counties. She gave each attending board of director copies of the Rio Grande Lodging Tax board bylaws, and bylaws from Alamosa and Pagosa Springs. In the next few months we'll have a work session to see how we can improve and update our bylaws.

Old Business:

- Town of South Fork 2018 Funding Request; After a work session to get the proposal and facts all compiled, we came up with two proposals. First, though, Dustin pointed out we have already issued a check for \$3863 in January that needs deducted from the totals on our proposals. The first proposal funded Facebook, web cam, local ads, and web-site rebuild for \$11,276.00, making their total request after matching funds to be \$29,071 less the \$3863.00 already paid for a final amount requested at \$25,208.00. The second proposal did not fund Facebook, web cam, local ads, and web-site rebuild, making their total request \$17,795.00 less the \$3863.00 already paid for a final amount requested at \$13,932.00. Each proposal would be paid out in an initial payment of 25%, then 30% after the second quarter, 35% after the third quarter, and the last 10% in December when the final report for the fourth quarter is due. After further discussion it was agreed to add half of the Facebook, etc. expenses back to the second proposal making a new total of \$19,570. To make calculations easier, it was agreed and Dustin made a motion to fund the Town of South Fork for \$20,000.00, Britt 2nd, motion carried.
- SLV Map Update; Josephine reported we need to check all the lodging listings and make sure we take ones off that no longer exist and add new ones.
- Branding; COUNTY vs COUNTRY. Josephine asked a few questions because she was not at the last meeting to hear the discussion. Do we want to change a letter or change our whole brand and logo? We just spent a goodly amount on new tradeshow displays with our Country logo on them. All our adds and the sponsorship for Burriss and Sons and Cordell Curtis all have to be changed if we re-brand. Gene spoke up and said that so many people confuse us with the Rio Grande Country of Texas that he would like the letter dropped and go with County. Karla also reiterated about how our Board got to Rio Grande Country. Christen mentioned we could

add some blue to the “C” and it would look more like the Colorado “C”. So, we don’t want a whole new brand just try to phase out the “R” in Country from here on out.

- Television spots; Josephine has been checking into costs for doing television spots. She said that we have a full-length video that is about 8 minutes long, and we have 15, 30 and 60 second spots available as well, but they all have our Country logo attached so some editing will have to be done. ABC, CBS, and NBC are just too expensive to consider. Fox is much more affordable so that’s who she got numbers from. Both the Denver Station and the Albuquerque area. The Denver Fox station has a morning show similar to the Today show. They have a program where they send reporters down to spend a week doing activities and then the area is featured each morning for a week. We discussed both a summer and winter opportunity for this, but it is expensive, \$20,000 each week. Other opportunities include a month long, six months long, or a year commitment to several spots each week. The first thing Josephine thought we need was a budget to work with. Josephine moved we budget \$20,000 this first year, Dustin 2nd, motion carried. She will get quotes for an initial roll out.

New Business:

- Silver Thread Studio Tours Funding Request; They had 17 artists last year and it was well attended. They are requesting \$650 for promotion. Dustin made a motion to fund the Silver Thread Studio Tours for \$650, Kim 2nd, motion carried.
- Calendar of Events on the Website; Josephine has put as many events as she knows of together to add to the website. She will get with Becky about adding it to the website. If you have any events get a hold of Josephine.
- Minutes on Line; We want to get the minutes on line with our web-site. Josephine will see about getting that done.
- Tourism Engine; these guys used to be Internet Honey. They then changed to Edifas Creative but have had a big change in ownership and now are known as Agency Tourism Marketing. We will ask them to attend our April meeting to discuss any changes they may suggest.
- Thirst Colorado; Ruth gave us three different proposals, \$5,000, \$4,000, and \$3,000. After looking at the proposals, we decided to go with the \$4,000. Dustin made a motion to fund Thirst Magazine ad proposal for \$4,000.00, Kim 2nd, motion carried.
- Texas monthly; So many options Josephine will continue to look and bring it back next month.
- Dirt Toys; Dirt toys has two magazines one for biking, hiking etc. and one for ATV’s and UTV’s. Ruth presented a proposal for \$3,500.00 to include 6 months of banner ads, full page full color ad in magazines, and Instagram, Facebook, and Twitter ads. Dustin made a motion to do advertising with Dirt Toys for #3,500 as presented, Kim 2nd, motion carried.
- Sport Group Fly Fishing Package; Tabled until next month.
- Elevation Outdoors; Move ahead as directed last month. Each ad is \$925, we’ll do for 3 months.
- State Tourism and Travel Week; Ruth said we should send pictures for the state to use on their Web-site during the Tourism week.
- Upper Rio Grande Guide; Becky Dillion is doing this again. It goes on the table tops of restaurants, etc. Josephine made a motion to do a full-page ad for \$1,000.00, Kim 2nd, motion carried.
- Summer on the Rio Grande; Becky Dillion gave us a really good deal last year and is offering the same deal this year. One full page for our ad plus a 2/3 size page for narrative for EACH town with room at the bottom of each to sell ads for that community. \$2,730.00 and almost 4 full pages occupied by our communities! Kim made a motion to do the Summer on the Rio Grande ad again for \$2,730.00, Christen 2nd, motion carried.

Bills to Be Paid:

- | | | |
|-------------------------------|------------|----------------------------|
| • Colorado Outfitters Assn. | \$700.00 | ad in Guide and Outfitters |
| • Adventure Media | \$2,595.00 | Grand Circle Ad |
| • Master Print | \$100.00 | |
| • Edifas Creative | \$54.63 | |
| • Agency Tourism Marketing | \$50.00 | |
| • Pencraft | \$800.00 | Ruth Carapella |
| • URGEDC | \$7,500.00 | Yearly Support |
| • South Fork Music Assn. | \$7,500.00 | Sponsorship |
| • SLV Tourism Assn. | \$6,000.00 | CTO matching funds |
| • Monte Vista Chamber | \$1,250.00 | Home and Garden Show |
| • South Fork Visitor’s Center | \$5,000.00 | 25% initial payment |
| • Creede Arts Council | \$650.00 | Silver Thread Studio Tours |
| • South Fork Visitor’s Center | \$1,700.00 | Utilities for Center |
| • Storage Units | | |

Kim moved to pay the bills presented, Louise 2nd, motion carried.

Dustin moved to adjourn and our April meeting will be Tuesday April 17th, @ 9 A.M. in the Commissioners’ Chambers, Kim 2nd, motion carried.