

Minutes
Rio Grande Tourism Board
April 17, 2018

The meeting was held in the Commissioner's Chambers, Tuesday, April 17th, 2018, president Josephine Pierce called the meeting to order at 9:00 a.m. Directors present were Dustin Underwood, Linda Burnett, Kazie Hayes, Britt Jardon Louise Coville, Christian Grill, and Kim Krahn. Guests present were Marty & Bonnie Asplin, Mark Teders, Kevin Haas, Gene Glover, Christy Body and Jerry Apker.

Minutes: With a change from Becky Dillan to Becky Dixon, Kazie moved to accept the minutes with the change, Dustin 2nd, motion carried.

Financial Statement: Dustin reported there were \$57,000. in expenses through March. Revenue through March reported to our board was \$23,167.53. Commissioner glover reported that the reserve balance is at \$238,000. Kazie moved to accept the Financial Statement as presented. Linda 2nd, Motion carried.

Community Reports:

- D.N. Chamber: Kevin Haas, VP of the Chamber reported that the town is doing a trail showcase to bring media and industry professionals to our area. Ads in 5280, single Tracks, and Elevation Outdoors magazines and their online sources too. The dates are June 10th, 11th, & 12th. Emphasis on beginners and kids on Sunday, guided rides on Monday and Tuesday. They are asking for \$2,500 in help with promotion. Britt moved to fund the request for \$2,500, Kazie 2nd, motion carried.
- Museum and visitor's Center: They are finishing up clean up, but the visitors center is open and the Museum will be open by May 1st.
- M.V. Chamber: Linda reported that Jerry Apker, the Chamber manager is trying to put together a festival in Monte Vista around June 30th and hopes to attract brewing businesses and restaurants from around the valley. They would like help with getting the word out but have no definite commitments from anyone yet. Dustin moved to table this until next meeting when Jerry will have more definite news about participation, Christian 2nd, motion carried. Jerry also presented a funding request that included three information signs to be located West and East of town and one in the central part of town. They do have locations considered, but because of the funding amount requested, \$45,000, he was asked if it would be possible to do the signs in phases, perhaps starting with the one located near the center of town. Jerry is going to come back to the May meeting with more details and a plan to do in phases.
- S.F. Chamber: Mark reported that plans are in the works for Logger Days and the 3rd of July Celebration. He also reported that Thursdays Bingo Night will be starting in May.
- Alamosa Marketing: NO report.
- SLV Tourism Update: NO report
- URGEDC: Marty and bonnie presented a short clip on the development of the old drive in theater near center and the bid plans they have for a film arts venue. They break ground in June.
- County Commissioners: Gene Updated the board on some of the things the commissioners are working on; funding a new sign for the museum, setting up medical facilities for the jail and prisoners, getting restrooms at Summitville, and working with the railroad about the cars. He said the County is not buying a railroad!

Old Business:

- Rio Grande County.Com: We did secure this name for the next several years. We also still own the website, “Rio Grande Country.Com”. We also are going to start using specific town branding for all of our ads.
- Logo Selection: Ruth sent 4 choices for the new logo, and we all picked the logo with the **Blue** lettering for the word **County**.
- Tourism engine: We are going to have to change most of our different components to our website with the rebranding and use of COUNTY instead of COUNTRY. The estimate to do this is about \$750. Britt moved to do the maintenance to the website, not to exceed \$750.00 Kazie 2nd, motion carried.
- Women’s magazines: Ruth made a proposal to put ads in women’s magazines because women plan the vacations. But, we all said no to the magazines proposed and will ask her to pursue women’s Health magazines.
- Pueblo Chieftain Ads: Josephine will send changes we found and requested to Ruth. It’s a go.
- Thirst Colorado Banner: We need input on the golf courses in our county. Britt will get with Ruth about both courses.
- Elevation Outdoors: Josephine will make sure Ruth gets all the changes to our logo and ads.
- Texas Monthly: We’ll change the logo and correct the ads to say County.
- Dirt Toys: Ruth needs better and more pictures of “Dirt Toys” for these ads!!
- T.V. Spots: The T V spots will start running by the end of this week April@oth, they are running on CW and MY50 TV in Albuquerque and KWGN Channel 2 and Fox 31 in the Denver area. Cost is about \$16,000.
- Tourism engine: They have changed owners. They sent us info as to what we can expect. They did not raise their fees, and we are getting what we had before plus more details.

New Business:

- Video clips update: Josephine reported that our video clips were last made/updated in 2008. We need to look at updating our videos and possibly look into getting some drone video of our area.
- Denver I S E: The early bird registration is due. We are going to do the I S E again. Britt moved to do the ISE in January of 2019, Linda 2nd, motion carried.
- Mountain Film Tour: Christy Body introduced herself to the Board. She is trying to put together a film tour or festival in Rio Grande County. She will have more information at our May meeting.

Bills to be Paid:

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| • Adventure Media | \$2595. | |
| • Pak a Way | \$210. | Storage unit |
| • Del Norte Chamber | \$2500 | Fam tour trails |
| • Edifas Creative | \$40.84 | Web maint. |
| • Agency Tourism Marketing | \$75. | Search engine work |
| • Pencraft | \$800. | Ruth Carapella |
| • Master Print | \$175. | |

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

Next meeting is May 15th, 2018 in the Commissioner’s chambers.

Respectfully submitted, Devi Jardon