

Minutes
Rio Grande Tourism Board
November 20th, 2018

The meeting was held in the Commissioner's Chambers, Tuesday, November 20th, Vice President Britt Jardon called the meeting to order at 9 A.M. Board members present were Linda Burnett, Kazie Hayes, and Kim Krahn. Britt had Dustin Underwood's proxy vote, and Kazie had Josephine's proxy; a quorum was met. Others present today were Mark Teders, Patrick Shea from the newspaper, and Marty and Bonnie Asplin.

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

Financial Statement: Dustin was not able to attend so November's financial statement was tabled to January's meeting.

Community Reports:

- **D. N. Chamber:** No Report.
- **R. G. C. Museum:** No Report.
- **M. V. Chamber:** Linda reported the Parade of Lights will be held November 30th and Dec. 1st. D.N. and M.V. chambers are also preparing for the Mountain Film Festival January 24th. They've talked about moving this festival to September and perhaps get the Drive-in involved. M.V. has the Ag Conference coming up in February.
- **S. F. Chamber:** Kim reported the Chamber is reorganizing. They are moving into the Information Center. Winter Fest is December 7th and 8th at both the Community Center and on Saturday the 8th at the Rio Grande Club from 10am to 2 pm.
- **Silver Thread Visitor's Center:** Mark reported that the Yule tide event is Friday after Thanksgiving; lights, bonfire, and Santa! Mark also reported the Center is going through a facelift inside and making room for the Chamber. They are hoping weather will be conducive to having an ice skating rink again. He's sent the visitor's guide to the printer to be back for the winter season! They have a new business that opened; the Tiny Timbers Tiny Bistro for Coffee, etc.
- **Alamosa Marketing:** No Report.
- **S L V Tourism:** No Report.
- **U R G E D C:** Marty and Bonnie reported on an article in "Mountain Town", a periodical that highlights things like our bike trails in R.G. County. Work has started on the river project in Del Norte, and they are moving dirt at the drive-in in Center. They also mentioned articles written about the area in "West of 105", a magazine about 'happenings' west of the front range of Colorado.
- **Commissioner's Report:** No Report.

Old Business:

- **Event Video:** The event video is still in progress.
- **Grand Circle Membership:** We do have it budgeted in the 2019 budget, but want confirmation that we can get some editorial coverage at some point in their calendar year.
- **Tourism Funding Packet Changes:** After discussion about the changes, Kazie moved to go with the changes as presented, Kim 2nd, motion carried.

New Business:

- **Election of Officers for 2019:** After a bit of discussion among the board, Linda made a motion to Elect Kim Krahn President, Josephine Pierce Vice President, Britt Jardon Secretary and Dustin Underwood Treasurer, Kazie 2nd, motion carried.
- **International Sportsmen's Expo:** It was discussed that it might be a good idea to send Amy with Britt to the ISE so she can get some experience with the trade shows. Kazie moved to send both Britt and Amy to the ISE with a budget not to exceed \$3000, Linda 2nd motion, motion carried.
- **Tourism Assistant Monthly Report:** We agreed that the Elevation Outdoors ad should be the one presented with the kids. Kazie will reach out to Amy today to get that taken care of for the deadline. Amy presented the bus shelter advertising and we've decided not to consider it at this time. She presented the Silver Spur Show, but we are not wanting to attend but other show locations are definitely something we can consider in the future. We have not and did not place an ad with Grand Circle until we get confirmation on editorial content being used about our area. We also will ask Amy to include using "Colorado Genuine Experience" to help promote the "Genuine Colorado" that the S L V Tourism is trying to initiate. We did not have her numbers, so we'll table those until the January meeting. Kazie did mention that we should try to get more exposure of our Golf experience. Britt suggested contacting the Colorado Golf Association about advertising opportunities they have and use.

Bills to be Paid:

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| 1. Pencraft | \$800.00 | invoice from Ruth |
| 2. Amy Engle | | \$500.00 invoice from Amy |
| 3. Agency Tourism Marketing | \$550.00 | monthly |
| 4. Edifas Creative | | \$40.75 monthly |
| 5. Master Print | | \$100.00 monthly |
| 6. Summit Publishing | \$1133.00 | ads |
| 7. Devi Jardon | | \$1500.00 Secretarial |
| 8. Silver Thread | \$10,000.00 | 2 nd qtr. 3 rd qtr. |

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

Next meeting is January 15th, Commissioner's Chambers 9 A M.