

Minutes
Rio Grande Tourism Board
January 15th, 2018

The meeting was held in the Commissioner's Chambers, Tuesday, January 15th, President Kim Krahn called the meeting to order at 9 A.M. Board members present were Josephine Pierce, Louise Colville, Linda Burnett, Britt Jardon, Kazie Hayes, and Dustin Underwood. Others present today were tourism assistant Amy Engle, Mark Teders, Marty and Bonnie Asplin, Gene Glover, Shane Burris and Cordell Curtis.

Minutes: Linda made a motion to accept the minutes as presented, Dustin 2nd, motion carried.

Financial Statement: Revenue for the first three quarters is \$84,025.90, expenses total \$135,722.35. Josephine made a motion to accept the financial statement as presented, Britt 2nd, motion carried.

Community Reports:

- D. N. Chamber; Amy; Things are moving along with the implementation of the 1% tax. They are working on a "Chamber Bucks" program. They hosted a presentation by the Alamosa Chamber and small business support. They are going to host a power luncheon on February 6th at the Windsor Hotel for business owners.
- R. G. C. Museum; Louise; It's slow, but they are seeing visitors. They are getting likes on Facebook for the pictures and news they are reporting. They will be hosting World Philanthropy days Sept. 16th through the 18th. Gene; this is a major event for us to be hosting in Rio Grande County. We need to get the word out about this and the resources to be available.
- M. V. Chamber; Linda; The Mountain Film Festival is January 24th at the Vali Theaters in Monte Vista. They are working on the Southern Colorado Ag Conference at Ski Hi Park February 5th through the 8th. The Home, Garden, and Outdoor Expo is scheduled for March 1st, 2nd, and 3rd. Then the Crane Festival is in Mid-March.
- S. F. Chamber; Kim; they have moved into the Visitor's Center and are getting reorganized. They've hired Allie Scofield for help there and in the Visitor's Center.
- Silver Thread Visitor's Center; Mark; they are doing a complete renovation of the inside of the building, from lights to carpet. They also have their 2019 Visitor's guide back from the printer, and ready for distribution
- Alamosa Tourism; No Report
- S L V Tourism; No Report
- U R G E D C; Marty and Bonnie; Marty showed pictures of the work going on at the River Project in Del Norte. They are working on the Boat ramp
- County Commissioner; Gene; Budget has been set for 2019, and the new Board has been seated.

Old Business:

1. Event Video; Amy; we used the summer event video for the International Sportsmen's Expo. The winter video is still in progress. We need to include all seasons, but concentrate on activities rather than the events that are in the finished video. Amy would like help with a list of content we want in the activities video.
2. Grand Circle Membership; Still need to table until we hear from them about doing an article in their magazine about the Valley.

3. Rio Grande Club Funding Request; Kazie; Ashlee from the Rio Grande Club would like to request a \$5000 match for the promotion of Dog Sled Races to be held on Club property on Presidents' Day Weekend. It will bring in racers and spectators for the weekend. Josephine reminded us that we already have approved the Club \$2500 for advertising, and they could redirect that toward this event. She also mentioned that the town of South Fork received a large sum for advertising from us that they should go to and try to getting a portion. Mark; they could not help because the event is not finalized, it could still be cancelled or moved. Since it's already been put into our 2019 budget, Kazie made a motion to fund the advertising request for the Dog Sled Races being hosted by the Rio Grande Club for \$2500, pending receipt of completed request forms, Britt 2nd, motion carried, Josephine abstained.

New Business:

1. Crane Festival Request: The Crane Festival is requesting \$1500 for help with banners to advertise the event. Britt; the festival is an event in good standing with this board, and recognizes us as a valued Partner in their Event. Dustin; we gave them \$1,000 last year, so we have that much in our budget for this year. Kim made a motion to fund the Crane Festival request for \$1,000, Dustin 2nd, motion carried.
2. Cordell Curtiss: We sponsor Professional bull rider Cordell Curtiss. He advertises with logos on his shirts, chaps, and his vest. Cordell plans to ride in at least 75 rodeos of the 120 available, more as time and scheduling permits. Cordell is requesting \$2500. Dustin moved to fund Cordell for another year for \$2500, Britt 2nd, motion carried, Kazie abstained.
3. Burris and Sons Rodeo: Shane is doing the rodeos in South Fork June 29th and July 3rd and during Logger Days. He's requesting \$1,000 to help promote the rodeos. This is about 10% of the Rodeos' total budget. Josephine moved to fund the Burris Rodeos in South Fork for \$1000, Kazie 2nd, motion carried. Shane also requested funding for advertising for the Jason McLane bull riding school May 16th and 17th in Monte Vista. This is a limited attendance school for serious young riders. Requesting \$900 to advertise in several bull riding magazines. Britt moved to fund the Jason McLane bull riding School for \$900, Dustin 2nd, motion carried.
4. I S E Recap: Britt; we had a very favorable booth location this year, quite close to the front. We gave out two cases of our brochures, a case of each of the summer and winter maps. I took 750 bags and could have given out another whole box on Saturday afternoon and Sunday. We were able to get a new smart T V to stream our new event video. We will need to get our lodging piece updated and printed, and the tear off maps. I also advise us to invest in some tables and chairs to save on the outrageous rental rates at these trade shows. We also collected almost 80 email addresses during our promotion of the fly fishing getaway; one night's stay and a guided fly trip. We will have to purchase the guide, we got the one night's stay donated by the Windsor. We are assured to have the same preferred location for our booth if we sign up for the early bird special. We also save \$150 on our booth. Kazie moved to do the I S E again next year and sign up for the early bird special, Linda 2nd, motion carried.
5. Tourism Assistant's Report: Amy; She is still getting a handle on all the aspects of the data we are getting from Tourism engine, Edifas Creative, etc. She is still getting things from Ruth as well. She would like to set up a meeting with Josephine, Kim and conference call Ruth to get more instruction on what we want her to report.

Bills to Pay:

PERIOD 13... Bills from 2018

1. Summit Publishing	\$780.00	Ads
2. Master Print	\$100.00	Monthly
3. Edifas Creative	\$ 40.94	Monthly
4. Agency Tourism Marketing	\$250.00	Monthly
5. Harris Publishing	\$360.00	ads
6. Silver Thread Visitor's Center	\$5000.00	4 th quarter
7. M. V. Chamber	\$2100.00	

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1. Master Print	\$256.90	
2. Agency Tourism Marketing	\$465.47	
3. Pin Craft	\$53.94	
4. Amy Engle	\$1000.00	
5. Harris Publishing	\$850.00	
6. Summit Publishing	\$800.00	
7. Myles Partnership	\$7,471.50	
8. Britt Jardon	\$962.80	I S E reimbursement
9. URGEDC	\$7500.00	Annual Dues
10. S L V Tourism	\$6000.00	Annual contribution
11. Monte Vista Crane Festival	\$1000.00	Advertising
12. Cordell Curtiss	\$2500.00	Sponsorship
13. Shane Burris	\$1000.00	S. F. Rodeos
14. Shane Burris	\$900.00	McLane School

Kazie moved to pay bills presented, Louise 2nd, motion carried.
Next meeting is February 19th, 2019