

New Business:

Event Video: Josephine and Louise were disappointed that the video showed outdoor activities and not events. Amy explained that we don't have video of those events yet. Amy will send options for the summer video. Louise suggested we look at Alamosa's annual marketing report.

Grande Circle: Amy will get marketing information to decide if we want to re-join.
Rhythms on the Rio: Ticket sales have already started with bigger talent coming. Numbers of guests are rising every year. ROR has given \$12,000 to schools in the past 3 years and they have brought in just under \$11,000 in sales tax. They are finding that they are getting repeat visitors coming in other seasons. Motion to fund the request for \$7500 by Dustin and seconded by Kazie. Louise is opposed.

Shane Burris: Request for \$3500 for Futurity in Monte Vista is tabled, asking for more information. Motion made by Dustin, seconded by Louise.

12 Hours of Penitence: They are moving the event from October to September. They had 61 people last year with a goal of over 100 people. It brings visitors to restaurants, grocery stores and bike shop. It is raising awareness of the County and drawing attention to the area. They are asking \$2000. Kazie made the motion to grant, Linda seconded.

Westword-search/display: Amy will do the work for \$750 a month with a 3 month commitment. We can cancel or change after that.
Amy will also look at how Summit County markets and how they get businesses to link websites with the County. Amy also asked that we all look at our website and suggest changes. Kazie made a motion to fund the County ad for Summer on the Rio Publication, Louise seconded.

Next meeting is 9:00 am on April 9th

Meeting was adjourned at 12:00

**Rio Grande County Tourism Board
March 19, 2019
Minutes**

Call to Order: 9:05 am by President Kim Krahn

Present: Kim Krahn, Louise Colville, Kazie Hayes, Dustin Underwood, Josephine Pierce, Linda Burnett and Amy Engle.

Not present: Commissioner Gene Glover

Kim Krahn appointed Kazie Hayes as acting Secretary for this meeting. Kazie made a motion to accept the minutes from last month and Dustin seconded. All approved.

Josephine asked if there was a quorum at last month's meeting, Kim stated yes. Kim offered to make changes to the By-Laws and email them out for comment. Three things will change: number in a quorum, number of board members, new date for meetings.

Financials:

Dustin presented the financials. Kazie made a motion to accept the financials, Louise seconded.

Old Business:

Del Norte Chamber: Amy announced that the 1% campaign is officially launched, with signage being a priority.

Rio Grande Museum: Louise announced that the Crane Festival brought visitors. Upcoming there will be an Art Show, Traders and Trappers Show, and a Quilt Show.

Monte Vista Chamber: Crane Festival and the Home and Garden Show were both very successful. Taste of the Valley will be June 29th.

South Fork Chamber: El Van Osdell is the new president with a new office in the Visitor's Center. They are creating a new marketing Board and recently had a great membership event at the Tiny Timbers.

Silver Thread Visitor's Center: Renovation is complete. There is an Easter Egg Hunt and Kite Flying Festival coming up.

URGED Lookout Mountain Trail Maps are ready. Del Norte Riverfront Project received \$350,000 from GOCO to finish their project by next winter.