

Rio Grande Tourism Board

October 8, 2019

The meeting was called to order at 9:05 a.m. by President Kim Krahn. It was determined that a quorum was present. Persons in attendance were: President Kim Krahn, Treasurer Dustin Underwood, Linda Burnett, Amy Engle, Kazie Hayes, Bonnie Asplin, Kat Olance, Mark Teders and Tricia Slater.

The board minutes from the September 10, 2019 meeting were reviewed. There were no additions or corrections. Linda Burnett made a motion to approve the minutes. Kazie Hayes seconded the motion and the motion carried.

The financial report was given by Dustin Underwood. There were no additions or corrections. Kazie Hayes made a motion to approve the report. Linda Burnett seconded the motion and the motion carried.

Community reports:

Del Norte: Amy Engle spoke on behalf of the Del Norte Chamber of Commerce. She reported that Octoberfest was well attended. She noted they are looking for a tourism board member from Del Norte. She also added that new photos are needed for advertising.

Monte Vista: Linda Burnett reported that Mountain Film was successful but attendance was down with only about 200 people attending the event. This event is going to be switched back to January, 2021, instead of having it again in the fall. She stated that Monte Vista is getting ready for Halloween Trick or Treat which will be held October 25. The annual Chamber of Commerce get together will be held October 24. A holiday bazaar will be held at the Nazarene Church Gymnasium December 6-7. February 4-6, 2020 will be the 38th annual Ag Conference at Ski Hi Park.

South Fork:

Mark Teders from the Visitor's Center reported that he is getting ready for the Fam Tour which hosts outdoor writers. October 17 is the date for the Chili Cookoff. As the present time, 4 people have signed up for this but he is expecting a total of 12-15 people competing in the cookoff again this year. It was noted that the South Fork tour guides will be ready for snowmobilers this winter.

SLV Tourism:

Kat Olance reported that the maps of the valley are very popular. Many changes were made to the maps including putting the Mystic San Luis Valley logo on it. Others changes in the maps include several things in Rio Grande County. There is a link on the maps that people can use to access websites and facebook pages. Kat stated she will be going to more meetings to promote tourism in our area. A grant was submitted and approved for a Dark Skies Driving Tour through Huerfano, Custer, Mineral and Alamosa counties. The hope is to add more towns and areas of the Valley to the driving tour in the future. It was noted that the SLVMA applied for a grant to develop an app that will include oral history recordings. If the grant is received, it will be used to set up an app for the Los Caminos Antiguos Scenic Byway. Kat mentioned that they have been given a green light for a walking tour at Homelake. She also said the SLV Tourism Association might apply for and host a Colorado Tourism Office's CRAFT-Sustainable Tourism Workshop which could be combined with the annual Tourism Conference.

Upper Rio Grande Economic Development Council:

Bonnie Asplin reported on a six day road tour of the San Luis Valley. This includes stops and attractions in our area. It includes breakfast, lunch and dinner and 3 activities each day. It includes the high desert canyons and they are working on a road tour that will concentrate on Rio Grande County and the Penitente Canyon. Brochures were handed out and Bonnie noted that the brochures are placed in local hotels, motels and visitor centers. The board told Bonnie how much they like the brochures. Bonnie noted that the 12 Hours of Penitente had 90 registered participants. They are also promoting a brochure highlighting key industries in Rio Grande County.

County Commissioners:

No commissioners were present. However, Tricia Slater did mention that the county will be hiring a new HR/PR person that will help the board as needed.

Old Business:

The marketing plan proposed by Amy Engle was addressed. Dustin Underwood stated that the recurring monthly costs are okay in the budget. Tricia Slater noted that the county is looking into lodging in Jasper and South Fork to be included in the county tourism tax. Hopefully this will be in place by next spring. Dustin Underwood made a motion to accept Amy Engle's marketing plan proposal. Kazie Hayes seconded the motion and the motion carried.

Dustin Underwood reported that the annual report and the 2020 budget proposal is needed by Friday, Oct. 11, for the commissioners. He stated that he was conservative with the budget with only a few adjustments and changes from last year. The funding for Rhythms on the Rio was questioned by Kim Krahn. The consensus was not to fund this next year. The Tourism Board helped get this event started but it now needs to be on its own.

Kazie Hayes questioned the funding for the Shane Burris Sponsorship and the Cordell Curtis Sponsorship. These two sponsorships have not been promoting the Tourism Board. She noted that the board should see some figures before these sponsorships will be funded next year. Mark Teders said that the Rio Grande Club will be sponsoring 2 dog races this year. Tricia Slater noted that the Rio Grande Sportsman Club is considering having a zombie shoot closer to Halloween next year. They had this event in May or June of this year. Approximately 20% of the participants in this shoot were from out of the valley. Kazie Hayes made a motion to approve the budget as amended. Linda Burnett, seconded the motion and the motion was passed. The budget will be submitted to the commissioners.

Kim Krahn reported on the storage unit. She said there are tons of bags but they have the wrong name on them. There are maps that are displayed at all the lodges. Dustin Underwood mentioned the tabletop tents that were put in all the local restaurants. It was mentioned that the maps and brochures need to be displayed in all lodging facilities, chamber of commerces, restaurants and visitor centers as well as any place that has a rack to display them. Kim noted that the lodging list is old and out dated but didn't think it should be updated and printed again. It was mentioned that most people get that information off of the internet. Kim assured the board that she would get the storage unit cleaned out and the material distributed.

Dustin Underwood stated that the South Fork marketing proposal from the August board meeting requested \$9000 from the board. He suggested the board approve \$5900 which is the balance that South Fork has in their budget. He noted that amount will be the last money South Fork receives from the board this year. Dustin Underwood made a motion to approve giving South Fork \$5900. Kazie Hayes seconded the motion and the motion carried.

New Business:

Kim Krahn stated that the ISE is in Denver on January 9-12, 2020. She wants to see a board member attend this conference along with a local fishing outfitter and hunting outfitter. She will be putting together a package for them to take to the conference.

Kim Krahn voiced her opinion that we give away too much for free. She suggested that the towns and cities in the county sell the county maps instead of giving them away at the visitor centers. The money could be used to help each town as needed. Kazie Hayes agreed. No action was taken.

Bills to be paid:

Dustin Underwood and Kazie Hayes both noted that the board needs to know how and where the money that is being requested is being spent. They ask that each budget the Tourism Board receives be presented that way so the board knows where the money is going.

Dustin presented the following bills to be paid:

Amy Engle	\$1125.00
Master Print	\$205.00
Agency Tourism and Marketing	\$115.89
Pueblo Chieftain	\$22.50
Ryan Scavo	\$175.00
South Fork Visitors Center	\$5900.00

It was also noted that the board received a check from SLV Tourism in the amount of \$6000 for an overpayment earlier in the year.

Kazie Hayes made a motion to pay the bills as presented. Linda Burnett seconded the motion and the motion carried.

The next meeting is scheduled for November 12, 2019 at 9:00 a.m. Kim Krahn adjourned the meeting at 10:27 a.m.