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***Tourism Advisory Board Meeting  
January 7, 2015 | Noon***

*Individuals Attending:*

Beverly Babb, Board Member  
Ron Davis, Board Member  
Lynn Horner, Mayor  
Rick Klein, City Manager  
Pat Jernberg, Board Member

Larry Tucker, Board Member  
John Yergert, Board Member  
Pam Denahy, Tourism & Events  
Bette McFarren, LJTD

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Minutes were distributed and approved.

**Financial Report**

Revenue collected in December 2014 was \$8,926.<sup>80</sup> down from \$11,317.<sup>18</sup> in December 2013.

**Signage**

Rick reported on the progress of the wording of the language to the LJ municipal sign code which was approved by the Planning Commission and City Council. Rick and Pam will work with The Sign Shop to begin on signs within the City limits – total number of signs eight (8) within City limits, two (2) blanks and nine (9) CDOT, one (1) blank.

La Junta Tourism discussed revisiting TODS signage for lodging facilities in 2015.

**Next Meeting**

Next meeting of La Junta Tourism will be February 4 in the Power Board meeting at noon.

La Junta Tourism Meeting Agenda  
Wednesday, January 7, 2015

Approval of Minutes

Financial Report

Applications

Signage

Other

Next Meeting



## ***Tourism Advisory Board Meeting February 4, 2015 | Noon***

### *Individuals Attending:*

Beverly Babb, Board Member  
Ron Davis, Board Member  
Lynn Horner, Mayor  
Rick Klein, City Manager  
Pat Jernberg, Board Member

Larry Tucker, Board Member  
Pam Denahy, Tourism & Events  
Bette McFarren, LJTD  
Ed Vela, LJ resident  
Ryan Stevens, LJED

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Minutes were distributed and approved.

### **Financial Report**

Revenue collected in January 2015 was \$5,004.<sup>72</sup> down from \$9,214.<sup>34</sup> in January 2014. It is important to note that one hotel is not accounted for in the January numbers, and should be included in the February numbers.

### **Applications**

- Visit Denver – \$825 for membership and brochure distribution; 6 @590
- AAA Encompass – \$1,978 for May/June 2015 advertisement; 6 @590
- LJCC – \$500 for Harlem Ambassadors; no budget included asked to resubmit in March.

Approved applications will be recommended to City Council for final approval on Tuesday, February 17.

### **Other**

Ryan Stevens, La Junta Economic Development, informed the Board that there is a possibility the Colorado Entrepreneurship MarketPlace will be held in La Junta the week of September 21, 2015. This is the same week as the Bent's Fort Fur Trade Symposium; therefore, the Board highly recommended the date of the MarketPlace, if held in La Junta, be scheduled for a different week.

Additionally, Ryan asked the Tourism Board if they would be interested in taking over the La Junta booth at the Colorado State Fair. After a lengthy discussion, the Board voted no.

### **Next Meeting**

Next meeting of La Junta Tourism will be March 4 in the Power Board meeting at noon.

La Junta Tourism Meeting Agenda  
Wednesday, March 4, 2015

Approval of Minutes

Financial Report

Applications

Signage

Other

Next Meeting



## ***Tourism Advisory Board Meeting March 4, 2015 | Noon***

### *Individuals Attending:*

Beverly Babb, Board Member  
Ron Davis, Board Member  
Lynn Horner, Mayor  
Rick Klein, City Manager  
Pat Jernberg, Board Member  
Larry Tucker, Board Member  
John Yergert, Board Member

Pam Denahy, Tourism & Events  
Bette McFarren, LJTD  
Ed Vela, LJ resident  
Don Lowman, Otero Museum  
Barry Shiohita, SHG  
Jason Gallegos, LJTD

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Minutes were distributed and approved.

### **Financial Report**

Revenue collected in February 2015 was \$10,128.<sup>49</sup> down from \$10,693.2<sup>4</sup> in February 2014.

### **Applications**

- Southeast Health Group – \$500 for marketing and promotion; 6 @589
- La Junta Tribune Democrat – \$2,000 for Tour Guide advertisement; 7 @700
- LJCC – \$500 for Harlem Ambassadors; 7@420
- Santa Fe Trail Historic Byway – \$1,000 for advertisement; 7@695
- La Junta Tourism – up to \$2,000 for Phase 1 Wayfinding; email vote 6@600

Approved applications will be recommended to City Council for final approval on Monday, March 16.

### **Signage**

Pam met with the Sign Shop to discuss moving forward on Signage. Quote received:

- 8 - 21" X 32" way finding directional signs including 6X6 break away post = \$1,720.
  - Quote includes the posts stained and attached to each sign
  - City is responsible for digging holes and installation of the posts

### **Other**

Bev proposed moving forward quickly with a Visitors Center. After a lengthy discussion it was decided to continue to look into this further for the future but no action was necessary at this time.

### **Next Meeting**

Next meeting of La Junta Tourism will be April 1 in the Power Board meeting at noon.

La Junta Tourism Meeting Agenda  
Wednesday, April 1, 2015

Approval of Minutes

Financial Report

Applications

Signage

Other

Next Meeting



## ***Tourism Advisory Board Meeting April 1, 2015 | Noon***

### *Individuals Attending:*

Beverly Babb, Board Member  
Ron Davis, Board Member  
Lynn Horner, Mayor  
Rick Klein, City Manager

Pat Jernberg, Board Member  
Larry Tucker, Board Member  
Pam Denahy, Tourism & Events  
Bette McFarren, LJTD

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Minutes were distributed and approved.

### **Financial Report**

Revenue collected in March 2015 was \$7375.<sup>73</sup> down from \$8193.<sup>29</sup> in March 2014.

### **Applications**

- Inspiration Field – \$500 for Cinco de May marketing and promotion; 6 @561
- Otero Museum – \$500 for update of signage; 6@570
- Lamar Ledger – \$700 for Tour Guide; 6@585
- Pueblo Chieftain – up to \$1,250 for Seasons Magazine advertisement; email vote 7@700

Approved applications will be recommended to City Council for final approval on Monday, April 6.

### **Signage**

Pam and Rick planned a driving tour to finalize sign locations and directional arrows for each location listed on each sign within the City limits. Pam will continue to work with The Sign Shop on moving the project forward.

### **Other**

An RFP was sent out on April 1 to solicit interested businesses on Highway 50 to house a Visitors Center. The RFP was sent to realtors, LJTD and business locations along Highway 50.

### **Next Meeting**

Due to scheduling conflicts, the next meeting of La Junta Tourism will be May 14 in the Power Board meeting at noon.



La Junta Tourism Meeting Agenda  
Wednesday, May 14, 2015

Approval of Minutes

Financial Report

Applications

Signage

Other

Next Meeting



***Tourism Advisory Board Meeting  
June 3, 2015 | Noon***

*Individuals Attending:*

Beverly Babb, Board Member  
Ron Davis, Board Member  
Lynn Horner, Mayor  
Pat Jernberg, Board Member  
Rick Klein, City Manager

Larry Tucker, Board Member  
John Yergert, Board Chair  
Pam Denahy, Tourism & Events  
Bette McFarren, LJTD  
Ed Vela, Community Member

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Minutes were distributed and approved.

**Financial Report**

Revenue collected in May 2015 was \$10,343.<sup>09</sup> down from \$13,935.<sup>05</sup> in May 2014.

**Applications**

- La Junta YBC – \$500 for 10U Babe Ruth State Tourney marketing and promotion; 7@695
- Inspiration Field – \$500 for Olympic Torch; 7@682

Approved applications will be recommended to City Council for final approval on Monday, June 15.

**Visitor Center**

Lynn Horner informed the Board of the discussion that took place at City Council. City Council made a recommendation to form a committee to move forward on pursuing a Visitor Center. The committee will consist of representatives from City Council, Tourism Board, Chamber of Commerce and community members. The first meeting for the committee will be held the week of June 22.

**Next Meeting**

Next meeting of La Junta Tourism will be July 1, in the Power Board meeting at noon.

La Junta Tourism Meeting Agenda  
Wednesday, July 1, 2015

Approval of Minutes

Financial Report

Applications

Signage

Other

Next Meeting



## ***Tourism Advisory Board Meeting May 14, 2015 | Noon***

### *Individuals Attending:*

Beverly Babb, Board Member  
Ron Davis, Board Member  
Lynn Horner, Mayor  
Rick Klein, City Manager  
Pat Jernberg, Board Member  
Larry Tucker, Board Member

John Yergert, Board Chair  
Pam Denahy, Tourism & Events  
Bette McFarren, LJTD  
Ed Vela, Community Member  
Delbert Jones, Doc Jones & Co.  
Dean Malouff, City Attorney

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Minutes were distributed and approved.

### **Financial Report**

Revenue collected in April 2015 was \$9,889.<sup>80</sup> up from \$8,217.<sup>36</sup> in April 2014.

### **Applications**

- Arkansas Valley Hospice – \$500 for COCO Century marketing and promotion; 6@685
- Doc Jones – \$500 for Cowboy Poetry marketing and promotion; 6@685

Approved applications will be recommended to City Council for final approval on Monday, May 18.

### **Visitor Center**

Lynn Horner presented the Board with the interested businesses on Highway 50 that replied to the RFP request. The Board discussed in detail the RFP's received, in addition to alternative ideas for a Visitors Center. Parking, budget, business plan, partners, volunteers and location were among the topics discussed in more detail, as well.

City Attorney, Dean Malouff was present at the meeting to discuss the Lodging Tax Ordinance as it pertains to purchasing property for a Visitors Center. After a review and clarification of the ordinance, the Attorney advised the Board to work with City Council on moving forward with this project, perhaps by forming a committee to further research the project.

A motion was passed by the Board to “work with the City Council to further explore the possibility of a Visitor Center.” There was no action voted on as to specifics surrounding the Visitors Center at this time.

### **Next Meeting**

Next meeting of La Junta Tourism will be June 3, in the Power Board meeting at noon.

La Junta Tourism Meeting Agenda  
Wednesday, June 3, 2015

Approval of Minutes

Financial Report

Applications

Signage

Other

Next Meeting



## ***Tourism Advisory Board Meeting July 1, 2015 | Noon***

### *Individuals Attending:*

Beverly Babb, Board Member  
Ron Davis, Board Member  
Lynn Horner, Mayor  
Pat Jernberg, Board Member  
Rick Klein, City Manager

Larry Tucker, Board Member  
John Yergert, Board Chair  
Pam Denahy, Tourism & Events  
Bette McFarren, LJTD  
Brandon Coates, Growlers Wrestling

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Minutes were distributed and approved.

### **Financial Report**

Revenue collected in June 2015 was \$15,377.<sup>09</sup> up from \$12,195.<sup>54</sup> in June 2014.

### **Applications**

- OJC Fitness Center – \$500 for Rattler Run marketing and promotion; 7@685
- LJ Growlers Wrestling Club – \$500 for Arkansas Valley Summer Duels; 7@695

Approved applications will be recommended to City Council for final approval on Monday, July 6.

### **Signage**

The Board recommended having a vinyl printed for the Pueblo Billboard to promote the Bent's Fort Fur Trade Symposium through September 26. Additionally, Pam will work to update the current Visit La Junta vinyl to have a larger website and remove the phone number.

### **Next Meeting**

Next meeting of La Junta Tourism will be August 5, in the Power Board meeting at noon.

La Junta Tourism Meeting Agenda  
Wednesday, August 5, 2015

Approval of Minutes

Financial Report

Applications

Signage

Other

Next Meeting



***Tourism Advisory Board Meeting  
August 5, 2015 | Noon***

*Individuals Attending:*

Beverly Babb, Board Member  
Pat Jernberg, Board Member  
Rick Klein, City Manager  
Larry Tucker, Board Member

John Yergert, Board Chair  
Pam Denahy, Tourism & Events  
Bette McFarren, LJTD  
Ed Vela, Community Member

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Minutes were distributed and approved.

**Financial Report**

Revenue collected in July 2015 was \$15,238.<sup>30</sup> up from \$12,916.<sup>82</sup> in July 2014.

**Signage**

The vinyl for the Pueblo Billboard, to promote the Bent's Fort Fur Trade Symposium, has been installed. The Board voted to go with the pop-out design for the Visit La Junta Billboard for \$1,300. The new vinyl will be installed after the Fur Trade Symposium on September 27.

**Next Meeting**

Next meeting of La Junta Tourism will be September 2, in the Power Board meeting at noon.



La Junta Tourism Meeting Agenda  
Wednesday, September 2, 2015

Approval of Minutes

Financial Report

Applications

Signage

Other

Next Meeting



## ***Tourism Advisory Board Meeting September 2, 2015 | Noon***

### *Individuals Attending:*

Beverly Babb, Board Member  
Lynn Horner, Board Member  
Rick Klein, City Manager  
Larry Tucker, Board Member  
John Yergert, Board Chair

Pam Denahy, Tourism & Events  
Bette McFarren, LJTD  
Ed Vela, Community Member  
Delbert Jones, Community Member

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Minutes were distributed and approved.

### **Financial Report**

Revenue collected in July 2015 was \$15,238.<sup>30</sup> up from \$12,916.<sup>82</sup> in July 2014. August financials had not been received.

### **Applications**

- Fort Collins Welcome Center – Up to \$1,500 for Familiarization Tour; 5@500
- SECOM – \$480 for 4 years web-hosting; 5@485
- Lamar Advertising –\$2,100 for two vinyl replacements; 5@500
- La Junta Chamber of Commerce – \$500 for Early Settlers Day; 5@490
- Doc Jones & Co. – \$500 for Chuckwagon Cookoff; 5@490

Approved applications will be recommended to City Council for final approval on Tuesday, September 8.

### **Next Meeting**

Next meeting of La Junta Tourism will be October 7, in the Power Board meeting at noon.

La Junta Tourism Meeting Agenda  
Wednesday, October 7, 2015

Approval of Minutes

Financial Report

Applications

Signage

Other

Next Meeting



## ***Tourism Advisory Board Meeting October 7, 2015 | Noon***

### *Individuals Attending:*

Beverly Babb, Board Member  
Ron Davis, Board Member  
Pat Jernberg, Board Member  
Larry Tucker, Board Member  
John Yergert, Board Chair

Pam Denahy, Tourism & Events  
Bette McFarren, LJTD  
Ed Vela, Community Member  
Dean Malouff, City Attorney

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Minutes were distributed and approved.

### **Financial Report**

Revenue collected in August 2015 was \$17,666.<sup>82</sup> up from \$15,497.<sup>27</sup> in August 2014. It is important to note that this included 3-months of payment from one lodging facility.

### **Applications**

City Attorney Dean Malouff was present at the meeting to discuss edits and updates to the current Tourism Application. The discussion included a variety of topics including:

- the need to demonstrate impact to justify first expenditure
- better reporting structure with more financial detail requirements
- question of money going to same event year after year
- stress the importance of expansion of events
- for-profit entities or persons eligibility

Dean will work on incorporating the edits/suggestions into the application. A draft will be sent out to the Board for review prior to the next meeting. Discussion of the draft will be on the agenda for the November meeting.

### **Next Meeting**

Next meeting of La Junta Tourism will be November 4, in the Power Board meeting at noon.

La Junta Tourism Meeting Agenda  
Wednesday, November 4, 2015

Approval of Minutes

Financial Report

Applications

Signage

Other

Next Meeting



## ***Tourism Advisory Board Meeting November 4, 2015 | Noon***

### *Individuals Attending:*

Beverly Babb, Board Member  
Ron Davis, Board Member  
Lynn Horner, Board Member  
Pat Jernberg, Board Member  
Rick Klein, Board Member  
Larry Tucker, Board Member

John Yergert, Board Chair  
Pam Denahy, Tourism & Events  
Bette McFarren, LJTD  
Ed Vela, Community Member  
Dean Malouff, City Attorney  
Ryan Stevens, LJ Economic Development

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Minutes were distributed and approved.

### **Financial Report**

Revenue collected in September 2015 was \$16,770.<sup>29</sup> up from \$14,774.<sup>60</sup> in September 2014.

### **Applications**

- La Junta Tribune Democrat – Up to \$2,000 for reprint of maps; 6@690
- Outfront Media –\$13,234 for two(2) 2016 billboards; 6@695
- Lamar Advertising –\$13,234 for 2016 billboard; 6@695

Approved applications will be recommended to City Council for final approval on Monday, December 7.

City Attorney Dean Malouff was present at the meeting to discuss the second draft of edits and updates to the current Tourism Application. Dean will work on incorporating the edits/suggestions into the application. A draft will be sent out to the Board for review prior to the next meeting. Discussion of the draft will be on the agenda for the December meeting.

### **Next Meeting**

Next meeting of La Junta Tourism will be December 2, in the Power Board meeting at noon.

La Junta Tourism Meeting Agenda  
Wednesday, December 2, 2015

Approval of Minutes

Financial Report

Applications

Signage

Other

- Welcome Center

Next Meeting