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Tourism Advisory Board Meeting
March 2, 2016 | Noon

Individuals Attending:

Tourism Advisory Board

Beverly Babb, Board Member

Ron Davis, Board Member

Lynn Horner, Board Member

Pat Jernberg, Board Member

Rick Klein, Board Member – *absent*

Larry Tucker, Board Member

John Yergert, Board Chair

Pam Denahy, Tourism & Events

Additional Attendees

Sign-In Sheet Attached

In place of the regularly scheduled Tourism Advisory Board meeting, Kelly Barbello, Visitor Services Director with the Colorado Tourism Office (CTO), was the guest speaker. Kelly gave a presentation on Colorado Welcome Centers. The video of her presentation is available on the City website.

Minutes & Financials

Due to the guest speaker, minutes and financials were not distributed or approved.

Applications

- Inspiration Field – \$500 for Cinco de Mayo; tabled until Tourism Application updates are finalized and approved by City Council.

City Attorney Dean Malouff will present the proposed updates to the Tourism Board Application at the March 21, City Council meeting.

Other

Denahy briefly reported to the Board that there is a possibility of her attending a CTO Media Reception in Chicago as part of the Chicago Union Station Advertising takeover. If accepted, Denahy will gather costs associated with the trip and report back to the Board.

Next Meeting

Next meeting of La Junta Tourism will be April 6, in the Power Board Room at noon.



Tourism Advisory Board Meeting February 17, 2016 | Noon

Individuals Attending:

Tourism Advisory Board

Beverly Babb, Board Member
Ron Davis, Board Member
Lynn Horner, Board Member – *absent*
Pat Jernberg, Board Member
Rick Klein, Board Member
Larry Tucker, Board Member
John Yergert, Board Chair
Pam Denahy, Tourism & Events

Additional Attendees

Bette McFarren, LJTD
Dean Malouff, City Attorney

Due to lack of quorum there was no meeting in January. Additionally, at the regularly scheduled February 3, meeting minutes were not distributed or approved as there was an open discussion surrounding the Welcome Center.

Financial Report

Final numbers for 2015 were presented. Revenue from 2015 was \$142,833.⁹¹ up from \$138,820.¹⁹ in 2014. Applications for 2015 were \$95,690 up from \$85,034 in 2014.

Revenue collected in January 2016 was \$13,728.⁹⁹ up from \$5,004.⁷² in January 2015. However, \$3,000 of the revenue collected in January was from non-payment of hotel(s) in December 2015. Therefore, more accurate January numbers are \$10,728.⁹⁸ while December 2015 is logged as \$8,047.04, more accurate numbers are \$11,047.⁰⁴.

Applications

- I. Curley Designs – Up to \$6,900 for Alamosa billboard for two years; 6@600
- Visit Denver –\$825 for 2016 membership and brochure distribution; 6@600
- AAA EnCompass Magazine –\$2,036 for May/June advertisement; 6@600
- Colorado Tourism Office – \$1,800 for 2 display ads at Chicago Union Station; 6@600

Approved applications will be recommended to City Council for final approval on Monday, March 7. City Attorney Dean Malouff was present at the meeting to discuss the third 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 March meeting.

Next Meeting

Next meeting of La Junta Tourism will be March 2, in the Council Chambers meeting at noon. In place of the regularly scheduled Tourism Advisory Board meeting, Kelly Barbello, Visitor Services Director with the Colorado Tourism Office (CTO), was the guest speaker. Kelly gave a presentation on Colorado Welcome Centers.



Tourism Advisory Board Meeting
April 6, 2016 | Noon

Individuals Attending:

Tourism Advisory Board

Beverly Babb, Board Member
Ron Davis, Board Member – *absent*
Lynn Horner, Board Member
Pat Jernberg, Board Member
Rick Klein, Board Member
Larry Tucker, Board Member
John Yergert, Board Chair
Pam Denahy, Tourism & Events – *absent*

Additional Attendees

Ed Vela, City Council
Barry Shiohita, Southeast Health Group
Bette McFarren, LJTD

Minutes & Financials

Minutes were distributed and approved. Revenue collected in February 2016 was \$8,033.²⁹ down from \$10,128.⁴⁹ in February 2015.

Applications

- Inspiration Field – \$500 for Cinco de Mayo; passed
- Southeast Health Group – \$500 for MudSport 2016; passed
- La Junta Tourism – Up to \$1,000 for Chicago Media Reception; passed
- Arkansas Valley Hospice – \$500 for COCO Century Bike Ride; passed
- Lamar Ledger – \$700 for Discover Colorado SE Tourism Magazine, *passed email vote*

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

Signage

Billboard east of town in La Junta has some damage from the wind. Pam will contact Outfront Media to see about replacement of the vinyl.

Other

There was a lengthy discussion about the upcoming Koshare Foundation Golf Tournament and the possibility of support from Tourism dollars. Additionally, there was discussion about the status of the Koshare Museum and helping to print brochures, if requested. John suggested that we look into a more coordinated Social Media effort as well.

There was discussion of the Fox21 News tourism videos that aired in March. The videos are available on the City Website. Pam worked with John Martin of Fox21 News on footage for the videos.

Ed Vela expressed a concern; he felt that he was treated very disrespectful by Beverly at the beginning of the meeting. Ed wanted his concern to be reflected on the record. After Ed shared his feelings, both Beverly and John apologized.

There was a discussion about the status of the Welcome Center and the quotes that come in on work needed for both the SECPA building and the Curio Cabinet. Lynn would like to have a meeting to follow up with the Welcome Center Committee in the next month or so. Talk has shifted to more of a temporary location due to the costs associated with a permanent Welcome Center.

Next Meeting

Next meeting of La Junta Tourism will be May 11 in the Power Board Room at noon.

Note: Minutes were transcribed from an audio recording in Pam's absence. A good portion of the recording was hard to hear, therefore, only parts that were heard and able to decipher were included in the above minutes.



Tourism Advisory Board Meeting
May 11, 2016 | Noon

Individuals Attending:

Tourism Advisory Board

Beverly Babb, Board Member
Ron Davis, Board Member
Lynn Horner, Board Member
Pat Jernberg, Board Member
Rick Klein, Board Member – *absent*
Larry Tucker, Board Member
John Yergert, Board Chair
Pam Denahy, Tourism & Events

Additional Attendees

Ed Vela, City Council
David Balicki, Koshare Foundation

Minutes & Financials

Minutes were distributed and approved. Revenue collected in March 2016 was \$8,213.³³ up from \$7,375.⁷³ in March 2015.

Applications

- Koshare Foundation – \$500 for Foundation Golf Tournament; passed unanimously

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

Signage

Billboard east of town in La Junta has some damage from the wind. Pam has contacted Outfront Media to see about replacement of the vinyl.

Other

There was a discussion about the status of the Koshare Museum and helping to print brochures. David said they will look to submit an application.

Lynn reported that he has scheduled a meeting to follow up with the Welcome Center Committee. Talk has shifted to more of a temporary location due to the costs associated with a permanent Welcome Center.

Next Meeting

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



Tourism Advisory Board Meeting
June 1, 2016 | Noon

Individuals Attending:

Tourism Advisory Board

Beverly Babb, Board Member
Ron Davis, Board Member – *absent*
Lynn Horner, Board Member
Pat Jernberg, Board Member – *absent*
Rick Klein, Board Member
Larry Tucker, Board Member
John Yergert, Board Chair
Pam Denahy, Tourism & Events

Additional Attendees

Ed Vela, City Council

Minutes & Financials

Minutes were distributed and approved. Revenue collected in April 2016 was \$12,088.⁷⁰ up from \$9,889.⁸⁰ in April 2015.

Signage

Pam has contacted Outfront Media to see about replacement of the vinyl on both the east and west side of town. The cost to update would be \$800 per vinyl (for, both, production and installation). The Board decided to wait on updating each vinyl until after a decision has been made about the status of a Welcome Center.

Other

Lynn reported that the Welcome Center Committee met. Talk has shifted to the possibility of a temporary location for a Welcome Center at the LJ Chamber of Commerce (LJCC), due to the costs associated with a permanent location. Next step – meet with the LJCC Board to discuss partnership opportunities that will be mutually beneficial for both La Junta Tourism and LJCC. Pam will reach out to the Chamber to propose meeting on June 15 at 5:15 p.m.

Next Meeting

Next meeting of La Junta Tourism will be July 6 in the Power Board Room at noon.



Tourism Advisory Board Meeting
July 6, 2016 | Noon

Individuals Attending:

Tourism Advisory Board

Beverly Babb, Board Member
Ron Davis, Board Member – *absent*
Lynn Horner, Board Member
Pat Jernberg, Board Member – *absent*
Rick Klein, Board Member
Larry Tucker, Board Member
John Yergert, Board Chair
Pam Denahy, Tourism & Events

Additional Attendees

Ed Vela, City Council
Bette McFarren, LJTD
Brandon Bernal-Coates, LJ Growlers

Minutes & Financials

Minutes were distributed and approved. Revenue collected in May 2016 was \$10,935.⁹⁹ up from \$10,343.⁰⁹ in May 2015.

Applications

- La Junta Growlers – \$500 for Ark Valley Summer Duels; passed unanimously
- OutFront Media – \$1,500 for the production and installation of 2 vinyls; passed unanimously.

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

Signage

Pam will contact Lamar Company about replacing the billboard vinyl in Pueblo, at no cost, due to the pop-out being knocked down by the wind.

Other

Welcome Center next steps – La Junta Tourism will meet with the LJCC Board to discuss partnership opportunities that will be mutually beneficial for both La Junta Tourism and LJCC. The meeting was rescheduled for Tuesday, July 12 at 5:30 p.m. at the City Building.

Next Meeting

Next meeting of La Junta Tourism will be Tuesday, August 9 in the Power Board Room at noon, due to scheduling conflicts on August 3.



Tourism Advisory Board Meeting
August 9, 2016 | Noon

Individuals Attending:

Tourism Advisory Board

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

Additional Attendees

Ed Vela, City Council
Bette McFarren, LJTD
Ryan Stevens, LJCC
Glenn Parker, LJCC
Cheryl Linder, LJCC
Angela Ayala, LJCC

Minutes & Financials

Minutes were distributed and approved. Revenue collected in June 2016 was \$13,877.³⁸, down from \$15,377.⁰⁹ in June 2015.

Applications

- Pedal the Plains – Up to \$1,000 for shirts for local volunteers; passed unanimously

Approved application will be recommended to City Council for final approval on Monday, August 15.

Welcome Center

Members of the LJCC Board were present to discuss partnership opportunities for a temporary Welcome Center at the La Junta Chamber of Commerce. Ryan Stevens, President of LJCC, presented options requested by LJCC including:

- Management fee with a contract to hire a part-time employee and cover a portion of the utilities
- No volunteers would be needed
- Part-time person would work on the weekends
- LJCC would oversee the employee
- Signage would be needed
- Option for upgrades to the facility, i.e. carpet, bathroom, etc.

After a discussion of a variety of options, both boards decided it would be best to tour the current facility. A tour of the Chamber of Commerce building was set up for August 17, and later rescheduled for August 29.

Next Meeting

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



Tourism Advisory Board Meeting
September 7, 2016 | Noon

Individuals Attending:

Tourism Advisory Board

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

Additional Attendees

Ed Vela, City Council
Bette McFarren, LJTD

Minutes & Financials

Minutes were distributed and approved. Revenue collected in July 2016 was \$16,508.³¹, up from \$15,238.³⁰ in July 2015. August 2016 was \$12,984.⁶¹, down from \$17,666.⁸² in August 2015; however, one hotel did not pay for the month of August and one hotel paid for three months in August 2015.

Welcome Center

The Board discussed the recent meeting at the La Junta Chamber of Commerce to tour the building and discuss logistics for a temporary Welcome Center at the LJCC. Specifically, La Junta Tourism addressed the options presented by the LJCC Board at a prior Tourism Board meeting which included:

- Management fee with a contract to hire a part-time employee and cover a portion of the utilities
- No volunteers would be needed
- Part-time person would work on the weekends
- LJCC would oversee the employee
- Signage would be needed
- Option for upgrades to the facility, i.e. carpet, bathroom, etc.

La Junta Tourism decided:

- If the money to pay for the employee came from the Lodging Tax, La Junta Tourism would oversee the position, via the Director of Tourism.
- Volunteers would be needed and it would be best to start that initiative with the opening of the temporary Center.
- Hours would need to be agreed upon, specifically, Center/Chamber would not be able to be closed for lunch or periods throughout the day.
- Budget and/or upgrades to the facility would need to be mutually beneficial to both partners.

Next steps, Rick Klein will look into getting bids/cost on upgrades that were discussed – carpet and/or carpet tiles for the main floor, handicap accessibility in bathroom and ramp, where possible. From there, La Junta Tourism will put together a budget and proposal to be presented to LJCC for consideration of the temporary Welcome Center.

VisitLaJunta.net

Pam reported that she had been in contact with a Colorado company, AgTown, to redo the website. She is awaiting a bid/proposal and will email it to the Board once received.

Next Meeting

Next meeting of La Junta Tourism will be Wednesday, October 5, in the Power Board Room at noon. Cathy Ritter, Colorado Tourism Office Director will be in attendance.



Tourism Advisory Board Meeting
October 5, 2016 | Noon

Individuals Attending:

Tourism Advisory Board

Beverly Babb, Board Member
Ron Davis, Board Member
Lynn Horner, Board Member
Pat Jernberg, Board Member –*absent*
Rick Klein, Board Member
Larry Tucker, Board Member
John Yergert, Board Chair
Pam Denahy, Tourism & Events

Additional Attendees

Bette McFarren, LJTD
Cathy Ritter, Colorado Tourism Office, Director
Kevin Wright, Colorado Tourism Office

Minutes & Financials

Minutes were distributed and approved. Revenue collected in September 2016 was \$18,164.²⁶, up from \$16,770.²⁹ in September 2015..

VisitLaJunta.net

Pam presented a proposal prepared by AgTown to redesign VsitiLaJunta.net. After a thorough review and discussion of the proposal the Board asked Pam to follow up with AgTown on some questions and clarification on parts of the proposal. Pam will report back to the Board with this information at the November meeting.

Colorado Tourism Office

Cathy Ritter, Director of the CTO and Kevin Wright, Specialty Markets Director with CTO, were present for the last half of the meeting. The dialogue between the Board and CTO was beneficial and touched on many topics including home-school itineraries, Hispanic heritage, paranormal tours, hospitality training, Highway 50 and Amtrak.

Next Meeting

The next meeting of La Junta Tourism will be Wednesday, November 16, in the Power Board Room at noon, due to multiple scheduling conflicts.



Tourism Advisory Board Meeting
November 16, 2016 | Noon

Individuals Attending:

Tourism Advisory Board

Beverly Babb, Board Member
Ron Davis, Board Member
Lynn Horner, Board Member
Pat Jernberg, Board Member –*absent*
Rick Klein, Board Member
Larry Tucker, Board Member
John Yergert, Board Chair
Pam Denahy, Tourism & Events

Additional Attendees

Bette McFarren, LJTD
Jason Gallegos, LJTD
Tara, LJTD
Aliza Libby, City of LJ Director of Finance

Minutes & Financials

Minutes were distributed and approved. Revenue collected in October 2016 was \$18,184.³⁰, up from \$16,358.⁴³ in October 2015.

Aliza Libby, Director of Finance for the City of La Junta, was present at the meeting to detail how Lodging Tax is collected and answer questions. There was a discussion about possibly placing money from La Junta Tourism in CDs which has a slightly higher interest. The Board will consider this option in the future.

Applications

- OutFront Media – La Junta Billboards, \$15,600, passed unanimously

Approved application will be recommended to City Council for final approval on Monday, November 21.

VisitLaJunta.net

Jason and Tara presented a proposal to the Board (with no cost attached) to create a new VisitLaJunta.net site. The company, Propel Marketing, is part of Gatehouse Media that owns LJTD. LJTD would serve as the sales contact, while the technology and design of the website would be done out of state by representatives of Propel Marketing.

Jason will send Pam a cost proposal before the next meeting for the Board's consideration.

Next Meeting

The next meeting of La Junta Tourism will be Wednesday, December 7, in the Power Board Room at noon.