



**Tourism Advisory Board Meeting**  
**January 4, 2017 | 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**

Jason Gallegos, LJTD

Bette McFarren, LJTD

Scott Eckhart, City Council

Ed Vela, City Council

Ryan Stevens, LJ Economic Development

David Balicki

Dreyton Nichols

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**Minutes & Financials**

Minutes were distributed and approved. December lodging tax financials were not available at the time of the meeting.

**Applications**

- LJTD – \$410 full page color ad and article in Progress at the Junction insert; passed unanimously
- Santa Fe Trail Scenic & Historic Byway – \$1000 for full page ad in visitors guide; passed unanimously

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

**Website Redesign**

Pam reported to the Board that she presented two recommendations to City Council for final approval.

- \$115,000 be placed in a dedicated fund for use towards a Welcome Center in the future
- VisitLaJunta.net website redesign with AgTown Technologies for up to \$8,500

The recommendation for \$115,000 died for lack of a motion. While the request for the website redesign was tabled for 30 days until more information/research can be presented. Therefore, the Tourism Board decided to open the Website Redesign for RFPs. Pam will work with Ray Martinez, City Purchasing Manager, and Rick Klein on creating an RFP. The RFP will be open for three weeks.

Proposed Timeline:

- January 10-30: RFP out for bid
- February 1 – Tourism Board Meeting (review submitted RFPs, determine finalists)
- February 15 – Special Tourism Board Meeting (interview finalists)
- February 21 – Final RFP recommendation to City Council

**Next Meeting**

The next meeting of La Junta Tourism will be Wednesday, February 1, in the Power Board Room at noon.