



Tourism Advisory Board Meeting
February 1, 2017 | 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
Scott Eckhart, City Council
Ed Vela, City Council
David Balicki

Minutes & Financials

Minutes were distributed and approved. Lodging tax financials for 2016 were presented – \$157,443.⁸⁵ in revenue was collected in 2016; up from \$147,251.⁴⁵ in 2015. A 7% increase. Most notably, revenue in 2016 was the most collected since lodging tax collection began in 2010. All of this data was included in the Tourism Annual report that Pam put together. Pam will send the Annual Report to the LJTD for inclusion in the newspaper and special Progress at the Junction section.

Special note, the total revenue collected since 2010 is \$953,934.¹⁰.

Other

Chairman, John Yergert's term will expire. He has agreed to serve another term; however, there was concern by Ed Vela the vacant seats need to be opened up to the community. The issue was tabled until further information is provided by the City.

Website Redesign

A total of nine RFPs were received for the Website redesign. The timeline for the selection process moving forward:

- February 1 – Tourism Board Meeting (review submitted RFPs, determine finalists)
- February 7 – Questions/interview finalists
- February 15 – Special Tourism Board Meeting (vote and make final RFP recommendation)
- February 21 – Final RFP recommendation to City Council

Executive Session for the purpose of determining positions relative to matters that may be subject to negotiations, developing strategy for negotiations, and/or instruction negotiators, under C.R.S 24-6-402 (4) (a).

Next Meeting

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