



Tourism Advisory Board Meeting
February 15, 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

Bette McFarren, LJTD
Scott Eckhart, City Council
Ed Vela, City Council

Minutes & Financials

This was a special meeting of the Tourism Board, therefore, no minutes or financials were presented.

Other

The Board recommended renewal of Board Chairman, John Yergert's term. Ron Davis motioned, Pat Jernberg seconded, unanimous vote.

Applications

- AAA EnCompass – \$2,100 advertisement in May/June magazine; passed unanimously
- Barnhart – \$14,800 for website redesign of VisitLaJunta.net, passed unanimously
 - Official motion: Move to contract with Barnhart to redesign and migrate the Visit La Junta website to a new host and that we open discussions with DND Factory to enhance Visit La Junta Social Media presence and explore Social Media advertising.

Approved applications will be recommended to City Council for final approval on Tuesday, February 21.

Next Meeting

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