



Tourism Advisory Board Meeting
March 1, 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
Ed Vela, City Council
Brad Patterson, LJ KOA

Minutes & Financials

Minutes were distributed and approved. Revenue collected in February 2017 was \$7,054.⁸¹, down from \$8,033.²⁹ in February 2016, however, one hotel did not pay in February 2017.

Applications

- Inspiration Field – Cinco de Mayo, \$500, board voted to table the application until next meeting to review the report from last year's event.

Visit La Junta Website

No report, awaiting contract to be signed and finalized.

Welcome Center

There was a lengthy discussion on how to move forward/or not move forward with a Welcome Center. Because of the discussion, the Board tabled a motion to go out for bids for updates at the Chamber of Commerce and rather decided to get confirmation from City Council to either move forward with a Welcome Center or not. That item will be added to the agenda for discussion at the City Council meeting on March 6.

Other

Brad Patterson, La Junta KOA, updated the Board with events and upgrades happening at KOA including the success of car rentals, in which he has 7 cars available for rent. He also talked about KOA's community involvement and that amenities at KOA are open to the community seven days a week for a small day fee.

Next Meeting

The next regular meeting of La Junta Tourism will be Tuesday, April 11, due to conflicts with schedule.