



**Tourism Advisory Board Meeting**  
**April 11, 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  
Brad Patterson, LJ KOA  
Deb Butler, Red Lion

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**Minutes & Financials**

Minutes were distributed and approved. Revenue collected in March 2017 was \$8,631.<sup>62</sup>, up from \$8,213.<sup>33</sup> in March 2016.

**Applications**

- Inspiration Field – Cinco de Mayo, \$500 request decreased to \$300 per requirements for year two recurring request; passed unanimously
- Visit Denver – Membership and brochure distribution, \$825; passed unanimously
- Lamar Ledger – Discover Southeast Colorado advertisement, \$700; passed unanimously
- SOCO Tourism Summit – La Junta Welcome Reception sponsorship, up to \$1,500; passed unanimously

Approved applications will be recommended to City Council for final approval on Monday, May 1 meeting.

**Visit La Junta Website**

There will be a special meeting on website development on Monday, April 17 at noon for the reveal of the mood boards by Barnhart.

**Welcome Center**

After receiving confirmation from City Council to move forward with a Welcome Center at the City Council meeting on March 6, bids were opened and are due on April 17 & 18.

**Other**

The Board voted to get the current La Junta brochures reprinted at Xpress Printers. Pam will get quotes and email the Board. After the website is complete, we will look at redesigning a new brochure.

**Next Meeting**

The next regular meeting of La Junta Tourism will be Tuesday, May 8, due to conflicts with schedule.