



**Tourism Advisory Board Meeting**  
**June 14, 2017 | Noon**

*Individuals Attending:*

**Tourism Advisory Board**

Beverly Babb, Board Member  
Ron Davis, Board Member  
Lynn Horner, Board Member  
Pat Jernberg, Board Member – *absent*  
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  
Brandon Bernal-Coates, LJ Growlers  
Brad Patterson, La Junta KOA  
Deb Butler, Red Lion Hotel

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**Minutes & Financials**

Minutes were distributed and approved. Revenue collected in May 2017 was \$11,152.<sup>94</sup>, up from \$10,935.<sup>99</sup> in May 2016.

**Applications**

- La Junta Growlers – Arkansas Valley Summer Duels, \$500, passed unanimously citing rule I-12, *modifications that are implemented to attract attendees...*
- Visit La Junta – Purchase VistLaJunta.com domain, \$3495, passed unanimously.

Approved applications will be recommended to City Council for final approval on Monday, June 19 meeting.

**Visit La Junta Website**

Pam presented the proposed Mock Ups for the new website to the Board, as presented to Pam by Barnhart. The Board approved the Mock Ups with minor questions/edits that Pam will follow up with Barnhart. Next steps will be the Theme followed by existing content migration.

**Welcome Center**

John and Pam met with Andrew Hayden, LJCC President and Randall Roberson, LJCC Board Member at the Chamber on June 13 concerning a temporary Welcome Center. Per the meeting, the Chamber Board has some questions/concerns about details and logistics of the draft Welcome Center Plan. Ultimately, the two boards decided to continue to move forward on a temporary Welcome Center at the Chamber of Commerce. Next steps will be to work with the City Attorney on a documented agreement with terms and conditions.

**Next Meeting**

The next meeting of La Junta Tourism will be Thursday, June 29.