



Tourism Advisory Board Meeting
July 12, 2017 | Noon

Individuals Attending:

Tourism Advisory Board

Beverly Babb, Board Member
Ron Davis, Board Member– *absent*
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

Brad Patterson, KOA
Deb Butler, Red Lion Hotel
David Balicki, Koshare Museum

Minutes & Financials

Minutes were distributed and approved. Revenue collected in June 2017 was \$14,531.⁴², up from \$13,877.³⁸ in June 2016.

Welcome Center

Pam and John met with Andrew Hayden, LJCC President and other LJCC Chamber Board members to further discuss the concerns that exist between both entities and ultimately decided a temporary Welcome Center at the Chamber of Commerce is not feasible. Pam will present the mutual decision to City Council at the next meeting, July 17.

Statement read at the July 17 City Council meeting:

“After numerous thoughtful discussions and multiple meetings of both the Tourism and the La Junta Chamber of Commerce Boards, the two Boards have come to the agreement that it is not feasible to move forward on a temporary Welcome Center at the Chamber of Commerce.

The mutual decision was ultimately a result of the two separate missions of the Tourism Board and the Chamber of Commerce and the fact that a temporary Welcome Center was not mutually beneficial for both organizations.

We appreciate the support and willingness of the Chamber to collaborate throughout this process. We look forward to working with the Chamber on future projects that we may encounter.

Moreover, the Tourism Board has decided to postpone moving forward with a Welcome Center. In the meantime, the Tourism Board will continue to focus on current projects including the development of the new VisitLaJunta.com website that we hope to be up and running in August.”

Applications

David Balicki with the Koshare Museum came to the meeting to request funds from the Tourism Board to help with the cost of printing brochures in addition to a social media campaign. The Board encouraged David to submit two separate applications, one specifically for the printed materials for the Koshare's and a separate application for social media with a broader scope than just the Koshare Museum. Pam will work with David on the latter application.

Next Meeting

The next regular meeting of La Junta Tourism will be Wednesday, August 9, 2017. A special meeting will be held on Wednesday, July 19.
