



Tourism Advisory Board Meeting
July 19, 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, KOA

Minutes & Financials

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

Visit La Junta Website

Pam presented a draft of the new website to the Board, as presented to Pam by Barnhart. The Board approved the draft with minor questions/edits that Pam will follow up with Barnhart. Next steps will be content migration.

La Junta Brochure

The Board reviewed the current LJ brochure and made suggested edits. Pam will work with Xpress Printers on the edits, once approved by City Council.

- Xpress Printers – Reprint 1,000 Visit La Junta tourism brochures, up to \$600

Approved applications will be recommended to City Council for final approval on Monday, August 7 meeting.

Next Meeting

The next regular meeting of La Junta Tourism will be Wednesday, August 9, in the Power Board Room at noon.