



**Tourism Advisory Board Meeting  
August 9 | Noon**

*Individuals Attending:*

**Tourism Advisory Board**

Beverly Babb, Board Member  
Ron Davis, Board Member  
Lynn Horner, Board Member – *absent*  
Pat Jernberg, Board Member – *absent*  
Rick Klein, Board Member  
Larry Tucker, Board Member  
John Yergert, Board Chair– *absent*  
Pam Denahy, Tourism & Events

***Additional Attendees***

Brad Patterson, KOA  
Bette McFarren, LJTD  
Ed Vela, City Council  
David Balicki, Koshare Museum

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**Minutes & Financials**

Minutes were distributed and approved. Revenue collected in July 2017 was \$17,375.<sup>97</sup>, up from \$ \$16,508.<sup>31</sup> in July 2016.

**Applications**

- Koshare Museum – Marketing and promotion, \$3,056, passed unanimously

Approved applications will be recommended to City Council for final approval on Monday, August 21 meeting.

**Visit La Junta Website**

Pam updated the Board on the progress of the website. Need of professional, hi-quality photos for use on both the website and collateral material. Pam has set up a Drop Box account to begin collecting pictures from local photographers.

**Next Meeting**

The next regular meeting of La Junta Tourism will be Wednesday, September 6, 2017.