



**Tourism Advisory Board Meeting  
September 6, 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  
David Balicki, Koshare Museum

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**Minutes & Financials**

Minutes were distributed and approved. Revenue collected in August 2017 was \$19,274.<sup>01</sup>, up from \$ \$12,948.<sup>61</sup> in August 2016.

**Applications**

- Lamar Advertising – Pueblo billboard, \$14,573, passed unanimously
- LJ Chamber of Commerce – Public notice center sign, \$484, passed unanimously

Approved applications will be recommended to City Council for final approval on Monday, September 18 meeting.

**Visit La Junta Website**

Pam walked the Board through the new website and found some minor edits and changes. After the requested edits and changes are made the new site will be ready to go live by the end of the month.

**Next Meeting**

The next regular meeting of La Junta Tourism will be Wednesday, October 4, 2017.