



Tourism Advisory Board Meeting
October 4, 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
Jeremy Manyik, Koshare Museum

Minutes & Financials

Minutes were distributed and approved. Revenue collected in September 2017 was \$18,717.⁹², up from \$18,164.²⁶ in September 2016.

Applications

- OutFront Advertising – La Junta East billboard, \$10,725, passed unanimously
 - Did not recommend renewing West billboard due to location, size and upkeep.
 - Pam has inquired about billboard west of Fowler, availability currently unknown.

Approved application(s) will be recommended to City Council for final approval on Monday, October 16 meeting.

Visit La Junta Website

Pam walked the Board through the new website which was launched in mid-September. Pam laid out her plan for working with each eat, stay, play page to make sure we have the most current and correct information on the site. She will begin this process in late November/early December.

Welcome Center

Jeremy Manyik discussed with the Board the idea of a possible partnership between La Junta Tourism and the Koshare Museum for a Welcome Center at the Koshare Museum. There was a discussion about the possibilities of this partnership. Next steps – at the next meeting, the Koshare Board and the Tourism Board will meet to discuss the logistics and details of moving this partnership forward.

Next Meeting

The next regular meeting of La Junta Tourism will be Wednesday, November 1, 2017 at the Koshare Museum.