



**Tourism Advisory Board Meeting
January 9, 2019 | Noon – 1:30 p.m.**

Individuals Attending:

Tourism Advisory Board

Beverly Babb, Board Member
Ron Davis, Board Member
Rick Klein, Board Member
Jeffri Pruyn, Board Member
Tracey Salzbrenner, Board Member – *absent*
Rick Wallner, Board Member
John Yergert, Board Chair
Pam Denahy, Tourism & Events

Additional Attendees

Adrian and Ginger, Real Deals
Bette McFarren, LJTD
Ed Vela, City Council
Mike Pruyn, Community Member

Minutes & Financials

Minutes were distributed and approved. December financials – \$8,781.⁰¹; down from \$11,971.⁰² in 2017. Year end numbers for 2018 will be presented at the February meeting.

Citizen Participation

Ginger and Adrian with Real Deals presented the ad that ran in Winter 2018 magazine. Our next ad will be in homes March 1. Ron volunteered to visit all the hotels to get their feedback on the current advertisement. Ad deadline is February 10, in home March 1. Additional ad deadline is June 10, in home July 1 (if interested, however, we are not contracted).

CRAFT Studio

Pam gave an update on the CRAFT studio and discussed the submission of the grant to CTO on January 2. The Project and Technical Assistance Grant is for \$15,000 with a 25% cash match and would be used for a visitor profile on overnight visitors to La Junta. Ideas of incentives for hotels for participating in gathering data were discussed. Pam will reach out to Kara Penn to see if she is available to facilitate the combined work session with City Council, Chamber, Tourism and Urban Renewal on February 4 (*date change – rescheduled to March 4.).

Upcoming Dates

- January 23 – CORE Center Open House from 5-7 p.m.
- February 6 – Destination Development Committee Meeting from noon-3 p.m., CORE Center
- February 7 – Tourism Advisory Board Meeting from noon-1:30 p.m., Power Board Room
- *Date Change* – March 4 – Combined Work Session from 5-6:30 p.m., Power Board Room

Next Meeting

Our monthly meetings will be moved to first Thursday's from noon-1:30 p.m. in the Power Board Room. The next regular meeting of La Junta Tourism will be Thursday, February 7, at noon at the Municipal Building.