



Tourism Advisory Board Meeting
February 7, 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 – *absent*
Tracey Salzbrenner, Board Member
Rick Wallner, Board Member
John Yergert, Board Chair
Pam Denahy, Tourism & Events

Additional Attendees

Bette McFarren, LJTD

Minutes & Financials

Minutes were distributed and approved. January 2019 numbers were not available at the time of the meeting. Financial for 2018 were presented – revenue collected \$181,199.⁹⁵; less 3 % admin fee of \$5,436, resulting in \$175,763.⁹⁵ total revenue.

Applications

- Colorado Tourism Office – \$2,500 for social media coop match, February 28-March 2.
- Southern Colorado Tourism Summit – Up to \$1,000 for Visit La Junta Welcome Reception sponsorship
- Colorado Tourism Office – \$3,750 for 25% match on \$15,000 Project & Technical Assistance Grant award.

All the applications passed unanimously and will be on the agenda for consideration at the February 19 City Council meeting.

Other

Ron reported that he visited all the hotels to get their feedback on the current advertisement and received positive feedback. Main suggestion received – increase size of hotel photos and decrease size of main photo. Our next ad will be in homes March 1.

Upcoming Dates

- *Date Change* – March 4 – Combined Work Session from 5-6:30 p.m., Power Board Room
- SOCO Tourism Summit – April 3 – Visit La Junta Welcome Reception, 5:30 p.m., Koshare Museum

Next Meeting

The next regular meeting of La Junta Tourism will be Thursday, March 7, at noon at the Municipal Building.