



Tourism Advisory Board Meeting
March 7, 2019 | Noon – 1:00 p.m.

Individuals Attending:

Tourism Advisory Board

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

Additional Attendees

Minutes & Financials

Minutes were distributed and approved. Financials for January were \$14,958.⁸⁷ up from \$10,633.²⁰ in January 2017. February numbers were \$8,727.⁵⁰ down from \$8,836.⁷⁶ in February 2017.

Applications

- La Junta Tourism – Up to \$500 for 2019 VisitLajunta.net website maintenance.
- La Junta Tourism – Up to \$1,000 for 2019 FAM (familiarization) trips and public relations

All the applications passed unanimously and will be on the agenda for consideration at the March 18 City Council meeting.

Other

Pam reported that the CTO Facebook social media COOP (February 28 – March 2) performed very well. Unofficial numbers (as of the meeting) – 4,000 likes, 1,080 shares and 685 comments. CTO will send a final wrap up report. Pam also reported that she built a tarantula migration page, as part of the COOP to test the interest. She is going to work with CTO to get journalists/experts down for the 2019 migration.

Pam is also looking into trademarking – Colorado Unexpected – for La Junta Tourism.

Upcoming Dates

- LJHS Class Project– May 2 – Presentations, noon-2 p.m., location TBD
- 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, April 18 (due to scheduling conflicts), at noon at the Municipal Building.