



Tourism Advisory Board Meeting
April 18, 2019 | Noon – 1:00 p.m.

Individuals Attending:

Tourism Advisory Board

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

Additional Attendees

Bette McFarren, LJTD
John Gonzales, Koshare Foundation
Rick Ward, Koshare Foundation
Ginger Coberly, Real Deals
Adrian Hart, Real Deals

Minutes & Financials

Minutes were distributed and approved. Financials for March were \$6069.²³ down from \$7,712.⁸³ in March 2018. Pam spoke with Aliza about the 2020 budget to include more line items, i.e. website maintenance, public relations, familiarization trips – that will be included in the budget and will not require separate applications for each expenditure.

Citizen Participation

Adrian and Ginger presented the ads that ran in the Winter 2018 issue. The proposed more advertising for two runs May and September – \$2,070 (\$1,035) each. Too late of a request for the upcoming issue. Need a report before approval of next application. Pam will resend the application and report.

Applications

- Koshare Foundation – \$500 for 6th Annual Fundraising Golf Tournament.

The applications passed unanimously and will be on the agenda for consideration at the May 6 City Council meeting.

Other

Ron reported on the Denver Life Magazine March 2019 issue in which the Dinosaur Tracks are highlighted in the “The All In Colorado” list in which the tracks are ranked number 3. Hanagan Farms was also mentioned, in a separate article, in the same issue.

Pam and Rick K. reported on the SOCO Tourism Summit that was hosted in La Junta and later in Walsenburg and Trinidad the first week of April. He also talked about the Travel Story’s app that was discussed at the Summit.

Update on trademarking – Colorado Unexpected – for La Junta Tourism. Pam spoke to City Attorney and he said a trademark would not be effective for our Board. We discussed the possibility of buying web domains for Colorado Unexpected.

Upcoming Dates

- LJHS Class Project– May 2 – Presentations, noon-2 p.m., Municipal Building, Council Chambers

Next Meeting

The next regular meeting of La Junta Tourism will be Thursday, May 2, at noon at the Municipal Building. Students from La Junta High School will present event ideas to the Tourism Board for the joint class project with BOCES and the Tourism Board.