



Tourism Advisory Board Meeting
May 2, 2019 | Noon – 1:00 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 Director

Additional Attendees

Bette McFarren, LJTD
Shawna Frankmore, LJHS Business Teacher
19, LJHS Business Students
Shauna Schrock, LJHS

Minutes & Financials

Minutes and financials for April and May will be presented at the June meeting.

Applications

- Pueblo Chieftain – \$995 for full page ad in 2019 Southern Colorado Visitors Guide.

The application was voted against, unanimously.

LJHS Event Presentations

La Junta Tourism partnered with La Junta High School and Santa Fe Trail Boces on a new project – Pathways to Prosperity, Building Community Bridges. Part of this project is connecting the community with students through "Real World Problem Scenarios". This partnership is a really great way to connect to students. Pam met with the class two times to discuss the project and created by La Junta Tourism:

Opportunity (Real World Problem: Scenario:

Keeping the goals of La Junta Tourism in mind, La Junta Tourism strives to create events targeting youth and/or young adults. Help La Junta Tourism create a new, exciting and creative event for youth in the community to attend as well as potential visitors to our area.

Nineteen students, making up five groups, presented five different event ideas to the Tourism Board.

Next Meeting

The next regular meeting of La Junta Tourism will be Thursday, June 6, at noon at the Municipal Building.