



Tourism Advisory Board Meeting
January 7, 2021 | Noon – 1:00 p.m. via Zoom

Individuals Attending:

Tourism Advisory Board

Ron Davis
Rick Klein, City Manager
Jeffri Pruyn, Mayor
Tracey Salzbrenner
Rick Wallner
John Yergert, Board Chair
Pam Denahy, Tourism & Events Director

Additional Attendees

Bette McFarren, Media
Paul Velasquez, City Council
Ed Vela, City Council

The La Junta Tourism Advisory Board met, via Zoom. Minutes from the December meeting were distributed and approved.

Financials

- November 2020 – \$9,729.⁴⁸, down from \$18,175.⁶³ in November 2019
- December 2020 – \$7,760.⁶⁵, down from \$17,247.⁸⁶ in December 2019
- Total collected in 2020 – \$124,155.²¹, down from \$204,208.⁹⁷ in 2019
 - Under budget \$40,844.⁷⁹
 - One hotel has not paid for 6 months. A payment plan has been worked out with the City. Once collected, it will be reflected in 2020 numbers.
- Treasury Bills at Colorado Bank & Trust
 - Current investment – \$300,000 (approximately \$3,800 interest)
 - Due to the uncertainty of 2021, City Finance Director recommends adding \$200,000 for a total investment of \$500,000
 - Money is accessible at any time – if need arises.
 - \$173,000 cash balance will remain.

There was discussion about the Tourism Board having such a high balance and concerns from the community have been raised about the lack of spending. The concerns, however, are misconceptions about what and how the money Tourism money can be spent.

A discussion about the possibility to use money towards a multi-modal facility – depending on how things work out with a through-train off of the Southwest Chief that would run between La Junta, Pueblo and Colorado Springs and back – followed. Klein will plan to facilitate a discussion at a future meeting with consultants for the project.

Motion: Due to the size and nature of possible future large projects and due to COVID 19 uncertainly, the Board recommends keeping \$300,000 in Treasury Bills and adding \$200,000 for a total of \$500,000. (Wallner)

- Second: Davis
- Vote: The motion carried 6-0

Board Vacancy

There is one Board Vacancy. Terms for Beverly Babb and Ron Davis were up at the end of 2020, however, Beverly decided not to renew her term. Ron submitted a letter of intent to renew his term.

Motion: Renew Ron Davis's term. (Klein)

- Second: Salzbrenner
- Vote: The motion carried 5-0 (Davis abstain)

Two additional letters were received:

- Colleen Oquist – Retired December 2020; 43-year career with the U.S. Forest Service
- Lisa Pantoya – Longtime La Junta resident

Ed Vela expressed his concerns with the lack of diversity on the Board, which was met with intense push back from the Board saying that there is both diversity in the make-up and expertise on the Board. After a considerable discussion, Yergert called for each Board member to vote for a representative:

- Vote for Oquist (5 – Yergert, Wallner, Salzbrenner, Davis, Klein)
- Vote of Pantoya (1 – Pruyne)

Motion: Board recommendation to expand to the Board from 7 voting members to 9 (Salzbrenner)

- Second: Davis
- Vote: The motion carried 6-0

These recommendations will be up for approval by City Council at the January 19 meeting.

Next Meeting

The next meeting of La Junta Tourism will be held on Thursday, February 4 at noon, via Zoom.