



**Tourism Advisory Board Meeting**  
**March 4, 2021 | Noon – 1:30 p.m. via Zoom**

*Individuals Attending:*

**Tourism Advisory Board**

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

**Additional Attendees**

*Dean Malouff, City Attorney*  
*Bette McFarren, Media*  
*Paul Velasquez, City Council*  
*Ed Vela, City Council*

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

**Citizen Participation**

\*It is important to note, for the record, that the statements made by Ed Vela during his citizen participation are incorrect and not based in fact. The bylaws that are being referred to, and from which he has been told were not the current bylaws, were from a previous ballot initiative of the Lodging Tax that did not pass in 2008. The bylaws of the La Junta Tourism Board, which are based on all other Boards of the City of La Junta – allow for voting of all members including both the Mayor and City Manager.\*

\*Furthermore, the conversation Vela refers to with City Attorney Dean Malouff was false and misstated, therefore, his microphone was muted under the direction of the City Attorney.

Vela's statements, verbatim are below for the record:

Ed Vela stated that the \*"Tourism Ordinance 2010 stated that the City Manager is not a voting member, however, after being made aware of this fact you guys allowed the City Manager to invoke all the rights on privileges of a regular member by making a motion and voting. This is illegal according to the Councilman Dean Malouff..."

Vela's microphone was muted due to his false comments and misstatements of the conversations he had with Malouff.

Malouff addressed the Board: "...Mr. Vela attempted to suggest that I gave a legal opinion and yesterday when I spoke to Mr. Vela I said exactly the opposite. I would not give him a legal opinion and he pressed me and he said well 'what if?' and I said no Ed you'll take the 'what ifs' and forget to mention 'what if 'and just say a legal opinion so we left the conversation without me giving him any opinion about the legitimacy of any set of bylaws... I want the minutes to reflect my reason for cutting him (Vela) off has to do with a total mischaracterization of a legal opinion, it is one thing to give a mischaracterization of somebody's opinion but the legal opinion carries much more weight and much more significance because it was so blatantly mischaracterized I simply can't let it continue on because it misleads the public"

Vela was given one more opportunity to address the Board and reiterated his concerns that he has with the Tourism Board (which have all been discussed and addressed, at length, by the Tourism Board at previous meetings).

### **Financial Update**

Aliza Libby, Director of Finance for the City of La Junta, was present at the meeting to go over the financial report and answer questions.

- February lodging tax of \$5,712.13 will be posted in March. (This amount does not include payment from one hotel, approximately \$6,000).

Aliza told that Board that she oversees the small funds of the Tourism Board and to clear up any confusion, in the past Pam has used my information to create her reports, and not the other way around.

Aliza also said that City Council approves a bottom line budget using each line item as an estimate and then they approved the bottom line so when City Council approved tourism they approved \$131,000. Therefore, each expenditure under the budgeted line items do not need to be approved by City Council.

### **Bylaw Updates & Other**

Dean Maoluff said that it's a grand time to go back to the beginning and look at everything and be constructively criticizing all of the documents to see if there's things that need to be changed. "What's been done in the past is what's done in the past and we can't change." He suggested that every board member put into writing their suggested comments, edits, changes to the ordinance, bylaws and application for funding. Comments will be collected and presented at the next Tourism meeting for discussion. Dean will send out a pack of information, with all the documents, for review.

- Meeting notices are posted by the City Clerk for all City of La Junta Boards, not just Tourism. Further issues with meeting notices need to be addressed at the City level, not at the Board level.

## **CRAFT 201 Branding Implementation Grant**

As a result of the CRAFT 201 project completed in 2020, La Junta Tourism received a \$7,500 grant from the Colorado Tourism Office to be used to hire a creative agency to provide branding + campaigns which will include a new logo, logo variations, tagline and brand guidelines. The creative agency La Junta Tourism will be working with is Vista Works based out of Buena Vista.

The 'branding + campaigns' will be paid for 100% by the grant from CTO \$7,500 – no money will be spent by the Tourism Board for this effort. The Board voted to add-on the advocacy and video anthem, to be paid for by La Junta Tourism.

- Motion: Board recommendation to work with Vista Works on an advocacy and a community engagement strategy (\$3,000) for Visit La Junta and a brand anthem video (\$7,000) to be used to further promote and attract visitors to La Junta – for an additional \$10,000. (Klein)
- Second: Wallner
- Vote: The motion carried 7-0

This recommendations will be up for approval by City Council at the March 15 meeting.

## **Next Meeting**

The next meeting of La Junta Tourism will be held on Thursday, April 1 at noon, via Zoom.