



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

*Individuals Attending:*

**Tourism Advisory Board**

Ron Davis  
Rick Klein, City Manager  
Jeffri Pruyn, 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*  
*Elaine McIntyre, City Council*  
*Ed Vela, City Council*

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

**Financial Update**

Due to the timing of the meeting (on the first day of April) financials were not available. Aliza Libby, Director of Finance for the City of La Junta, will email them as soon as they are available.

**Citizen Participation**

Ed Vela spoke to the Board and noted his issues he personally had with the minutes as presented as well as a statement that there are still no Bylaws signed.

**Tourism Documents Updates**

City Attorney, Dean Malouff, led a discussion to gather information from all Board Members and attendees present at the meeting to gather feedback on proposed edits/changes to current tourism documents. He emphasized that past documents cannot be changed – they are what they are – and it is pointless to continue to debate and revisit.

Matters to be considered:

1. Members
  - a. Total number
  - b. City Manager: ex officio or official
  - c. Mayor: ex officio or official
  - d. Term of Members (years not term limits).
2. Tax on Air BNB
3. Meeting date
4. Need for Vice Chairman

5. Maximum amount of grant
6. Council Approval of Expenditures in Excess of...
7. Should the Taxes be Used for “Supporting Partners”
8. Suggestions on expanding use of funds
9. Minutes Maintained Similar to Council
10. Make the Director the Permanent Chair
11. Withholding Portions of Grant Until Receipts are Presented

Written votes by Board Members and Director of Tourism will be collected by Pam and sent to Dean to be tabulated. Dean will then take the summary recommendations of the Tourism Board to City Council for final approval.

### **CRAFT 201 Branding Implementation Grant**

Tentative meeting with Vista Works for presentation of first draft of Branding creatives, scheduled for April 15. Pam will confirm with Vista Works and follow up with the Board.

### **Director of Tourism Updates**

- Visit Colorado Instagram takeover – March 29-April 1
- Visit Colorado Facebook Coop – April 22-24
- Daily service on the Southwest Chief begins again on May 30
- John Yergert was interviewed for an article on the Santa Fe Trail Symposium
  - Ideas for coupon codes for attendees of the Santa Fe Trail Symposium
    - Digital? Booster bucks? Via website? Include in attendee bags?

### **Next Meeting**

The next meeting of La Junta Tourism will be held on Thursday, June 3 at noon, via Zoom.