



Tourism Advisory Board Meeting
May 4, 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

Bette McFarren, Media
Elaine McIntyre, City Council
Ed Vela, City Council
Bryan Jordan, Vista Works
Kelli Cribb, Vista Works

The La Junta Tourism Advisory Board met in hybrid format. Minutes from the April meeting were distributed and approved as presented.

Financial Update

Due to the timing of the meeting (meeting prior to the 7th of the month) financials were not available. Aliza Libby, Director of Finance for the City of La Junta, will email them as soon as they are available.

Branding Presentation

Bryan Jordan and Kelli Cribb of Vista Works presented four potential taglines for Visit La Junta. The presentation, along with discussion, took up the majority of the meeting. A copy of the presentation is attached to the minutes.

Next steps, Bryan and Kelli will present draft logo options on Friday, June 11 at noon.

Tourism Documents Updates

City Attorney, Dean Malouff, was not available to attend the meeting. He sent along three draft documents prior to the meeting for the Board to review and provide comments. His directive to the Board: do not worry about Ordinance numbers. Mostly, dollar amounts need to be discussed. He really tried to distinguish between expenditures and grants. The board does expenditures. The applicant does grants.

Next Meeting

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