



*Individuals Attending:*

**Tourism Advisory Board**

Joe Ayala, Mayor  
Ron Davis  
Rick Klein, City Manager  
Colleen Oquist  
Tracey Salzbrenner  
Rick Wallner  
John Yergert, Board Chair  
Pam Denahy, Tourism Director

**Additional Attendees**

Bette McFarren, Media

The La Junta Tourism Advisory Board met via Zoom. Minutes from the December meeting were reviewed and approved as presented.

Motion: Accept minutes as presented. (Salzbrenner)

- Second: Wallner
- Vote: The motion carried 7-0

**Financials**

Aliza Libby, Director of Finance for the City of La Junta, emailed the financials to the Board prior to the meeting. Aliza was also present to review the 2021 financials with the Board noting that there is still money owed from one hotelier for 2021. Aliza and Pam will work together to update the numbers, so they reflect the actual amount collected each month. She also recommended increasing the current investment of treasury bills by \$120,000 for 6 months as interest rates may be changing within the year.

Motion: Increase investment in current treasury bills by \$120,000 leaving \$131,000 in the Tourism Fund. (Klein)

- Second: Davis
- Vote: The motion carried 7-0

Numbers for December are below:

- December lodging tax of \$19,587.<sup>83</sup> will be posted in January
  - Up from \$7,760.<sup>65</sup> in December 2020

Motion: Accept financials as presented. (Wallner)

- Second: Salzbrenner
- Vote: The motion carried 7-0

**Branding Update**

A revised draft logo was presented to the Board. Kelli Cribb, Vista Works Brand Warrior, said that adding "Visit" would set us pretty far back in the design process. Tagline placement, overall shape, font, icon and layout would all have to be re-worked. Suggested edits:

- The Board agreed they would still like to see a draft with the word ‘Visit’ added even if it alters the timeline of completion.
  - Possibly in a slightly smaller font above La Junta
- The Board also agreed that the new revision of the monogram looked “squished” and the swoop of the “L” is too long
- Suggested again seeing how the “L” from La Junta would look in the monogram.

Pam will invite Kelli to present at the next Board meeting – for both a logo and Brand Anthem video discussion.

### Tarantula Stickers

Tracey delivered draft stickers for the Board to review.

- 3-inch sticker vinyl sticker
  - The Sign Shop: \$.18 (5,000) – \$900

Motion: Print 5,000 stickers through the Sign Shop and purchase QR code generator annual plan. (Wallner)

- Second: Davis
- Vote: The motion carried 7-0

Next steps:

- Pam will work with Tracey to get the QR Code generator set up
- Tracey will draft a small descriptor to distribute with the stickers

### Tourism Updates

Summer 2021 Results: Overall, these results are excellent. Visit La Junta had a CTR of 0.27%, far exceeding the industry benchmark (0.08% - 0.12%) and garnered over 2.1 million impressions.

- **Partner Name:** Visit La Junta
- **Tier Level:** Tier 3
- **Total Tier Investment:** \$3,000
  - **Total CTO Match:** \$3,750
  - **Total Tier Value:** \$20,268

Placement	Investment	Value	Estimated Impressions
eTarget Shared Email (2x)	\$2,000	\$7,500	1,000,000
Mobilefuse In-Market Mobile	\$2,000	\$5,418	363,636
Sojern Travel Programmatic Display	\$2,750	\$3,850	550,000
Creative Services	-	\$3,500	-
Wrap Report	-	-	-
<b>Total Value</b>	<b>\$6,750</b>	<b>\$20,268</b>	<b>1,913,636</b>

### Next Meeting

The next meeting will be February 15, at noon, via Zoom.