



*Individuals Attending:*

**Tourism Advisory Board**

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

**Additional Attendees**

Bette McFarren, Media  
Kelli Cribb, Vista Works  
Bryan Jordan, Vista Works

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

Motion: Accept minutes as presented. (Klein)

- 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.

Numbers for January are below:

- January lodging tax of \$12,467.<sup>05</sup> will be posted in February
  - Up from \$12,421.<sup>705</sup> in January 2020

Motion: Accept financials as presented. (Oquist)

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

**Branding Update**

Kelli Cribb and Bryan Jordan presented updates to the logo process. A revised draft logo was presented by Kelli and final edits were made. Kelli and Bryan will be at March meeting to present final logo options, based on feedback from the meeting.

Bryan gave a brief update to the Board concerning the progress of the Brand Anthem video as well as the ACE Strategy.

**Canyons & Plains Presentation**

Rick Wallner, C&P President, gave a presentation to the Board regarding C&P with a request for \$1,000 from Visit La Junta to support current marketing efforts of C&P to promote the 7-county region. As part of a later agenda item, the request was approved.

## Director of Tourism Updates

- a. Tarantula Stickers** – Tracey and Pam continue working on the stickers. A new QR code had to be created to work with the QR tracking. Pam will request the current logo from Kelli to use in conjunction with the newly generated qr code.
- b. CTO Tourism Management Grant** – The Colorado Tourism Office’s Tourism Management Grant provides funding for tourism-related projects that develop, enhance, or manage visitor experience in Colorado. The maximum grant amount is \$20,000 and the required match is 4:1. For every \$1 the qualifying grantee allocates to the proposed project; the Colorado Tourism Office will provide \$4 in matching funds. Pam is working on the application which is due March 3, 2022.
- d. Amache** – Colorado U.S. Senators Michael Bennet (D) and John Hickenlooper (D), along with Colorado U.S. Representatives Joe Neguse (D) and Ken Buck (R), celebrated Senate passage of legislation to establish the Amache National Historic Site, a former Japanese American incarceration facility outside of Granada, Colorado, as part of the National Park System. Bennet and Hickenlooper [introduced](#) the bill in the U.S. Senate last year. Neguse and Buck introduced companion legislation in the U.S. House of Representatives, which passed by 416-2 in July 2021.
- e. Proposed Budget Expenditures** – Following the C&P presentation, Pam presented several local membership options for the Board to consider approval under the Dues & Subscriptions budget line item. The Board voted to approve the following:
- Canyons & Plains – \$1,000
  - Koshare Museum – \$1,000
  - Picketwire Players – \$1,000
  - Otero Museum -- \$1,000
  - La Junta Booster Club – \$500 for 2022-2023
  - Otero College Athletics – \$500
  - La Junta Municipal Golf Course – \$500

Pam will look into additional membership opportunities including Bent’s Old Fort, Comanche National Grassland, Kids Rodeo, La Junta Race Track, etc.

## Next Meeting

The next meeting will be March 15, 2022, at noon, hybrid.