



Individuals Attending:

Tourism Advisory Board

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

Additional Attendees

Bette McFarren, Media
Kelli Cribb, Vista Works

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

Motion: Accept minutes as presented. (Ayala)

- Second: Klein
- Vote: The motion carried 6-0

Financials

Aliza Libby, Director of Finance for the City of La Junta, emailed the financials to the Board prior to the meeting.

Numbers for February are below:

- Lodging tax of \$4,692.²⁸ was collected in February
 - Up from \$5,712.¹³ in February 2020

Rick Klein gave the Board a brief update about all City investments.

Motion: Accept financials as presented. (Ayala)

- Second: Oquist
- Vote: The motion carried 6-0

Branding Update

Kelli Cribb presented the logo with proposed colors to the Board. Kelli will be at April meeting to present final logo options and wrap up the Branding project.

Motion: Accept new Visit La Junta Logo. (Salzbrenner)

- Second: Ayala
- Vote: The motion carried 6-0

Tarantula Tourism Working Group

Pam gave the Board an update on the Tarantula Working Group and recommended a Lead, Partner, Advocate model to clearly define Visit La Junta's role in promotion of tarantula tourism as detailed in the following document – <https://docs.google.com/spreadsheets/d/1yBGDKXujk1xXfzTFXt5W4N3bWg0Xf95/edit?usp=sharing&oid=112347987672768410026&rtpof=true&sd=true>. Ultimately, Visit La Junta will lead marketing the entire tarantula season while at the next Working Group meeting will suggest a separate committee be formed, led not by Visit La Junta, to plan and execute the Tarantula Festival.

Director of Tourism Updates

- a. **Tarantula Stickers** – Tracey and Pam continue working on the stickers. Pam worked Vista Works to incorporate the new Log to use in conjunction with the newly generated qr code. Tracey will work with The Sign Shop on printing.
- 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. Pam submitted an application; awardees will be notified on March 22, 2022. Visit La Junta is applying for the Tourism Management Grant for \$25,0000 to help develop and enhance the visitor experience during the annual fall tarantula migration in La Junta.

Next Meeting

Dues to scheduling conflicts, the next meeting will be April 26, 2022, at noon, hybrid.