



Individuals Attending:

Tourism Advisory Board

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

Additional Attendees

Bette McFarren, Media
Kelli Cribb, Vista Works
Amy Cassidy, CTO Restart Destination
Adrian Hart, SECO News
Angela Ayala, Citizen

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

Motion: Accept minutes as presented. (Wallner)

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

Citizen Participation

Ed Vela, spoke of the CTO Tourism Management Grant that was awarded to Canyons & Plains and Visit La Junta and needed clarification on how the money would be spent. Pam gave a report on the CTO Tourism Management Grant as an agenda item later in the meeting.

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 March (February sales)
 - Up from \$5,712.¹³ in February 2021

Motion: Accept financials as presented. (Salzbrenner)

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

Pam discussed with the Board adding a line item to the tourism budget (with no dollar allocation) to use as the official account for the Tarantula Festival. Income and expenditures will be handled the same way as the Tourism Fund, with oversight from the Director of Finance. If the Festival is disbanded in the future and money remains, the money will revert back to the tourism fund.

Motion: Add a line item to the budget (with no dollar allocation) for the Tarantula Festival (Klein)

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

Branding Update

Kelli Cribb presented the logo guidelines and usage requirements for the Brand. Kelli will be working with us to create a tarantula themed logo as a result of the CTO Tourism Management Grant received.

CTO Restart Destination

Amy Cassidy gave an update on our progress in the program.

Technical Assistance:

- Champion the Value of Tourism
 - Learning Lab – complete before May Board meeting
 - Tourism Organizer
- Action-Orientated Marketing Plan
 - Goal: Grow La Junta' tourism economy in a way that is authentic to the community.

Next steps. Amy will attend the May Board meeting to provide a review of the draft marketing plan.

Tarantula Tourism Working Group

Pam gave the Board an update on the Tarantula Working Group:

- Visit La Junta will lead marketing the entire tarantula season
- Angela Ayala will chair a separate committee to plan the tarantula festival.
- We also discussed moving forward with a *lead, partner, advocate* model to tackle the many ideas collected from this Working Group. <https://docs.google.com/spreadsheets/d/1yBGDKXujk1xXfzT-FXt5W4N3bWq0Xf95/edit?usp=sharing&ouid=112347987672768410026&rtpof=true&sd=true>
 - ***It is important to note, if no one signs up to lead the remaining ideas (except for within the Tarantula Festival – the festival committee will decide whether to move forward with these ideas independently) those ideas will not move forward.***

Director of Tourism Updates

- Tarantula Stickers** –Tracey continues to work with The Sign Shop on printing of the stickers.
- 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. Visit La Junta was awarded a \$20,000 Tourism Management Grant from the Colorado Tourism Office. The grant will be used to launch an educational campaign to inspire responsible and respectful visitation during the annual tarantula migration in La Junta each fall including the creation of a tarantula microsite, one page infographic, tarantula-themed branding and more.

c. **Care for Colorado Coalition** – Pam informed the Board that Visit La Junta is now a Stewardship member of the Colorado Tourism Office and Leave No Trace – Care for Colorado Coalition. The membership is \$150 annual cost with access to materials to promote responsible tourism. In sharing Care for Colorado stewardship, Visit La Junta is helping to send a unified message to educate visitors and residents on how to protect Colorado's precious resources.

Director of Tourism Contract Discussion

Rick Klein led a discussion with the Board (without Pam in the room) to discuss her 2022 contract, to include an increase in both salary and budget. The last increase to the Director's salary and budget was in 2019. Other contracts updates included edits to the mission and duties.

- **Annual Salary:** Increase to \$48,000 (from \$42,500)
- **Expense Account:** Increase to \$20,000 (from \$17,500)

Motion: Increase Director of Tourism's salary (\$48,000) and budget (\$20,000). (Klein)

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

Next Meeting

The next meeting will be May 17, 2022, at noon, hybrid.