SAN JUAN COUNTY TOURISM BOARD

MINUTES MONDAY, JULY 15, 2019

AT 9:30 A.M.

**Call to Order:**

The meeting was called to order by Chairman Paul Zimmerman at 9:36 a.m. Present were Board Members Joe Jepson, Jim Lindaman, Judy Graham, and Julie Singer by telephone.

**Applications:**

Judy Graham moved to approve the minutes of October 22, 2018 and seconded by Joe Jepson. Motion passed unanimously.

Vicki Alper representing Cascade Village by telephone requests $12,000 this year for expanded advertisement through marketing as a wedding venue and corporate meeting location.

Joe Jepson moved for funding $10,500 (same as 2018) and seconded by Jim Lindaman. Motion passed unanimously.

Deanne Gallegos representing the Silverton Area Chamber of Commerce requests $50,000 for vacation guides, their website, Certified advertising contract, summer and winter marketing, radio advertising, and promotional video.

Joe Jepson moved for funding $50,000 (same as 2018) and seconded by Judy Graham. Motion passed unanimously.

Michelle Hamilton representing Mountain Studies Institute requests $2000 for print advertising for the Innovation Expo and to hire a videographer to create a promotional video for future expos.

Judy Graham moved for funding $2000 and seconded by Julie Singer. Graham and Singer vote Yes. Zimmerman, Lindaman, & Jepson, vote No. Motion failed.

Joe Jepson moved for funding $1250 ($1000 more than 2018) and seconded by Jim Lindaman. Jepson, Lindaman, Zimmerman, & Singer vote Yes. Graham votes No. Motion passed.

Laura DesPalmas representing Silverton Skijoring requests $10,000 for advertisement, a professional MC, radio, tv, and social media promotions and soft goods merchandise.

Jim Lindaman moved for funding $4800 all requested with the except of no soft merchandise and seconded by Joe Jepson. Zimmerman, Lindaman, Jepson vote Yes. Singer and Graham vote No. – Motion Passed

Silverton Standard, no representation, requests $2500 for their publication of Destination Silverton magazine.

Joe Jepson moved for funding $2500 ($500 more than 2018) and seconded by Judy Graham. Motion passed unanimously.

Silverton Whiteout is requesting $1300 for bike race event marketing.

Judy Graham moved for funding $1300. The motion died for lack of a second.

Joe Jepson moved for funding $1100 (same as 2018), with a request for a breakdown next year of where they used the funds and seconded by Jim Lindaman. Motion passed unanimously.

Julie Singer left the meeting.

Melanie Russek and Deanne Gallegos, in person, and Lisa Branner, by telephone, representing San Juan Development, Silverton Area Chamber of Commerce, and the Town of Silverton. Jointly, they request $30,000 for Durango airport mural, Heritage Tourism Marketing Campaign, Adventure Tourism Marketing Campaign, and Billboard update. The group will bring back a proposal for the billboard and town entrance restoration separately.

Jim Lindaman moved for funding $18,000 (All except the billboard restoration) and seconded by Joe Jepson. Motion passed unanimously.

Ted Pope representing The Theatre Mine requests $7789 for advertisement in magazines, newspapers, and posters of their annual theatre festival.

Paul Zimmerman moved for funding $500 (first-year request) and requests attendance records for next year and seconded by Jim Lindaman. Judy Graham recused from the vote. Zimmerman, Lindaman, and Jepson vote Yes. Motion passed unanimously.

Lisa Branner representing The Town of Silverton, by telephone, requests $10,000 for Summer Sounds, Kendall Mt Ski Area, Silverton Mobile App, and Special Event Rentals.

Jim Lindaman motioned for funding $7500 (same as 2018) and seconded by Joe Jepson. Motion passed unanimously.

**Public Discussion:**

Tiffany deKay requested to confirm that the board is spending as much or more than the revenue generated last year.

Willy Tookey provided, $96,150 is approved for 2019 whereas $90,000 was budgeted. $94,000 was generated in lodging revenue in 2018.

**Adjournment:**

Joe Jepson moved to adjourn and seconded by Paul Zimmerman. Meeting adjourned at 12:23 p.m.