



# Fremont County Tourism Council

## Public Notice

The regular meeting of the Fremont County Tourism Council will be held on May 7<sup>th</sup>, 2024 at 8:00 a.m. (MDT.)

It will be held in Room 207 at the Fremont County Building located at 615 Macon Ave., Canon City, Colorado.

Please note the agenda will be available prior to the start of the meeting any persons wishing to place an item on the agenda will be provided an opportunity during the meeting. (request via email to: [marketing@royalgorgeregion.com](mailto:marketing@royalgorgeregion.com) )

The general public is encouraged to attend.

Any questions can be directed to the FCTC Chair Adam Arnold at 719-285-3934 or [adamleviarnold@gmail.com](mailto:adamleviarnold@gmail.com)



## Fremont County Tourism Council

**Location:** Room 207 at the Fremont County Building, 615 Macon Ave., Canon City, CO

**Date & Time:** Tuesday, May 7<sup>th</sup>, 2024 @ 8:00 a.m.

### **Board Attendance is MANDATORY**

#### **Board Members:**

- |                 |            |                    |  |
|-----------------|------------|--------------------|--|
| • Beth Katchmar | Treasurer  | through 12/31/2024 | <a href="mailto:ckatchmar@aol.com">ckatchmar@aol.com</a>               |
| • Kevin Cundiff | Board      | through 12/31/2024 | <a href="mailto:kevinpcundiff@gmail.com">kevinpcundiff@gmail.com</a>   |
| • Joen Elliott  | Board      | through 12/31/2025 | <a href="mailto:joenelliott@gmail.com">joenelliott@gmail.com</a>       |
| • Adam Arnold   | Chair      | through 12/31/2025 | <a href="mailto:adamleviarnold@gmail.com">adamleviarnold@gmail.com</a> |
| • {available}   | Secretary  | through 12/31/2026 |  |
| • {available}   | Board      | through 12/31/2026 |  |
| • {available}   | Vice-Chair | through 12/31/2026 |  |

#### **Ex-Officio Members:**

Royal Gorge Chamber Alliance – Rich Millard  
Commissioner – Kevin Grantham  
City of Canon City – Amy Schmisser  
Florence Chamber – Joen Elliott  
City of Florence – Krystal Wood  
Fremont Heritage Commission – Jim Nelson  
Fremont EDC – Rob Brown  
Fremont County Administration – Charis Hall  
Downtown Business Alliance – {available}

[rich@royalgorgechamberalliance.org](mailto:rich@royalgorgechamberalliance.org)  
[kevin.grantham@fremontco.com](mailto:kevin.grantham@fremontco.com)  
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[joenelliott@gmail.com](mailto:joenelliott@gmail.com)  
[krystal.wood@florencecolorado.org](mailto:krystal.wood@florencecolorado.org)  
[jim@econstrategy.net](mailto:jim@econstrategy.net)  
[brown@fedc.co](mailto:brown@fedc.co)  
[charis.hall@fremontco.com](mailto:charis.hall@fremontco.com)

#### **Agency of Record:**

DestinationIQ – Bryan Jordan

[bryan@destinationiq.com](mailto:bryan@destinationiq.com)

#### **2024 Meetings**

- Feb 6<sup>th</sup>, May 7<sup>th</sup>, Sep 3<sup>rd</sup>, Nov 5<sup>th</sup>.



### **Static Agenda Items**

- Introductions
- Additions to today's agenda
- Approval of minutes from previous meeting
- Commissioner's Report
- Chair Report
- Treasurer's Report
- DestinationiQ Report
- Visitor Guide Committee Report
- Royal Gorge Chamber Alliance Report
- Florence Chamber Report
- Local Event Calendar review
- Community-Centered Announcements
- Citizen's opportunity to speak



## **Agenda Specifics**

### Chairperson

- FCTC Support for potential visitor center.
- Schedule local organizations for ACE presentations.

### DestinationIQ

- 2024 CTO Tourism Management Grant
  - Trail digitization project Finished.
- Visitor Guide Status
  - 2024 Done!
  - 2025 Tasks
    - Review top-level categories.
    - Review of other DMOs
    - Advertiser revenue from CAC
    - Advertiser input
    - Track performance.
    - Smaller format
    - Ad ratio
    - Revenue Share
- Visitor Guide Committee Formation
- Community Grants status
  - Announced and underway
- Social Media plans
  - Organic Social started 2/1/2024.
  - Local content creators hired.
  - Influencers scheduled.
- Email voting.
- Chamber logo for members on business directory.