



# Fremont County Tourism Council

## Public Notice

The regular meeting of the Fremont County Tourism Council will be held on September 3<sup>rd</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 and 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, September 3<sup>rd</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> |
| • Kathy Trogden | {Secretary} | through 12/31/2026 | <a href="mailto:canonkat@bresnan.net">canonkat@bresnan.net</a>         |
| • Dona Basham   | Board       | through 12/31/2026 | <a href="mailto:dona.m.basham@gmail.com">dona.m.basham@gmail.com</a>   |
| • {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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[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

- New Board Members – Elected positions.
- FCTC Support for potential visitor center.
- Schedule local organizations for ACE presentations.

### DestinationiQ

- 2025 Visitor Guide Status
  - VOTE for Lure Creative and new vendor needs to be ‘adopted’
    - Contract is between DestinationiQ and Lure Creative.
  - Visitor Guide Committee: Adam, Rich, Joen (upcoming tasks)
- Social Media Status
  - New Organic Social and Content Creator starting 9/1/2024.
  - Influencer review
- Board retreat in November?
- Board bios and pictures (Ashley, Kevin, Dona)
  - <https://royalgorgeregion.com/fremont-county-tourism-council/>
- Unfiltered campaign, new videos.
- 2025 Budget review
  - Visitor Center Funding (potential)