Due to a scheduling conflict for the June 6 meeting, the Board voted to meet on Thursday, June 20 combining the June and July meetings.

Minutes & Financials

Minutes and financials for April and May were presented at the June meeting due to the LJHS Student presentations held at the May meeting. Minutes were distributed and approved. Financials for April – $14,167.17 up from $14,095.50 in April 2018. Financials for May – $14,479.28 up from $12,381.87 in May 2018.

CRAFT 101 Update

Pam reported that she submitted an application for CRAFT 101 Implementation Funding, June 1. Reminder, the $10,000 Implementation Funds were awarded to La Junta Tourism for completion of CRAFT 101 in 2018.

The request for Implementation Funds was to contract with a local photographer (Arellano Photography) to photograph/video attractions and events over a nine to 12 month period. With the flexibility of working with the photographer over a nine to 12 month period, we will be able to capture photographs of a variety of seasonal offerings, events and attractions (farm stands, Koshare Museum summer shows & winter ceremonials, tarantula migration, etc.). La Junta Tourism was awarded a FY19 CRAFT Studio 101 Implementation Grant for $10,000 from the Destination Development Program on June 3.

Additionally, Pam reported that she was working on an application for CRAFT 201 (application due 6/30/19) for mentoring with Dave Santucci on Branding/Marketing. CRAFT Studio 201 provides customized support for communities wishing to advance a specific tourism-related goal or strategy and includes 100 hours of mentoring. If received, and after successful completion of CRAFT Studio 201, participating communities are eligible to apply for $7,500 in funding to implement a key priority determined during the program. Grant awardees should be notified by end of day 7/31/2019.

Next Meeting

The next regular meeting of La Junta Tourism will be Thursday, August 1, at noon at the Municipal Building.