

TOURISM COMMISSION AGENDA
Oscar Yrun Community Center, Small Conference Room
February 5th, 2024, 1-3 PM

ROLL CALL

ACCEPTANCE OF THE AGENDA

STAFF REPORT - Update from Tourism and Economic Development Department (Tony Boone)

CITY COUNCIL LIAISON REPORT – Council Member Marta Messmer

CALENDAR REVIEW/DISCUSSION – Discuss upcoming major city and community tourism events

NEW BUSINESS

Identification of Short-term projects (6-12 months), Mid-term projects (12-24 months), Long-term projects (2+ years)

Recommendation/Discussion for future meetings

OLD BUSINESS

Short Term Project

Goal One: Centralized Calendar for community events.

Major tourism events within the City identified

Platform(s) to use; identify challenges and possible strategies to overcome

How to promote information and engagement

Goal Two: Increase traffic and (local) use of Visitor Center

Greater engagement with events and businesses, i.e., SV Passport, other ideas. (How to measure?)

Re-Grand Opening, ribbon cutting in July?

Follow-up on previous ideas to drive visitation re: Social Media

Promotion of Visitor Center and the Museum, others?

Goal Three: Identification of volunteers/commissioners at events (shirts/smocks)

Goal Four: Develop budgetary recommendations to Council

Mid-Term Projects

Goal One: Increase support of Visitor Center with volunteers

Goal Two: Explore alternative funding support for local tournaments.

Goal Three: Determine budgetary needs for upcoming efforts.

Long Term Project

Goal One: Determine Identity “Hook” for SV

How are we to be known? What do we want to be known for?

Large Hummingbird Topiary

Goal Two: Major Tourist Attractions for future considerations

The Wall: Historical Museum

Peak Gondola

Re-purposing of the Abandoned RR Track from Benson to Douglas

CALL TO THE PUBLIC

REQUESTS/COMMENTS OF COMMISSIONERS

SET TIME FOR NEXT COMMISSION MEETING

ADJOURNMENT

Doors open at 12:30 p.m.