

AGENDA
Chaffee County Visitors Bureau Board Meeting
3:00PM Tuesday September 27, 2022
Poncha Springs Town Hall
330 Burnett Ave, Poncha Springs, CO 81242

Location:

1. Call to Order
2. Public Comment Period – limited to 3 minutes per person
3. Approval of August 11, 2022 Board Meeting Minutes
4. *Salida Circus Matching Marketing Grant \$2,500*
5. *Discovery Pass Lease 2023 \$14,999*
6. Approve website redesign negotiations with Agency Tourism Marketing
Other RFPs
7. Additional advertising contract with Miles Partnership: Lead generating program guarantee 60k-65k leads over six months. Retargeting visitors to Colorado.com, Native Ads \$98,320
8. Marketing Director Report
9. Board Member Reports – up to 15 minutes Questions and comments about board reports.
10. Meeting Adjourned

Scott Peterson
Marketing Director Chaffee County Visitors Bureau