

September Meeting Minutes

Chaffee County Visitors Bureau Board Meeting

3:00PM Sept 27th, 2022

Location: Poncha Springs Town Hall 330 Burnett Ave, Poncha Springs, CO 81242

In attendance: Scott Peterson, Travis Hochard, Lori Roberts, Heather Rupska, Dan Bender, Brian Berger, Jamie Billesbach, Clay Bidwell and Betsy Kolomitz

Guests: Jennifer Dempsey – Founder / Development Officer of Salida Circus

Call to order: 3:01 pm

Public Comment - None

Approval of August 11, 2022 Board Meeting Minutes (Special Session): Jamie makes motions to approve minutes, Dan seconds. All in favor, none opposed.

4. Salida Circus Matching Marketing Grant \$2,500 - Jennifer explained that Salida Circus has been invited to New York to perform Oct. 16 at the United Solo Festival, a five week festival with over 32 plays. She requested funds to support the promotion of their trip here and there via posters, website, brochures, marketing support. Jamie makes motions to approve \$2,500 matching grant funding and Lori seconds. All in favor, none opposed.

5. Discovery Pass Lease 2023 \$14,999 - As of 9/15 they have sent out 1,024 Discovery Passes and had 1,297.00 passes turned in. The intent is for visitors to take the, CCVB award winning marketing program, Adventure By Nature Pledge and they get a Discovery Pass which then encourages visitors to visit more local businesses. Lori makes motions to approve \$14,999 funding and Travis seconds. All in favor, none opposed.

6. Approve website redesign negotiations with Agency Tourism Marketing - Scott shared the challenges due to annual costs and inability to edit etc. our current website. He shared a variety of proposals and identified Agency Tourism Marketing as a partner to create a new website. Discussions included the questions of what information/content that we could salvage from past websites and how to keep the successful lodging booking platform on the new website. Scott had checked references and felt confident they were capable of creating a cost effective website where Scott/CCVB could also edit with timely changes and support. Travis moved to allow Scott to negotiate with Agency Tourism Marketing and Lori seconds. All in favor, none opposed.

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. Scott shared that his daily goal is to always expand his database with new leads. He does this in many ways including support from the CTO, Facebooks, Instagram and website inquiries. Then he follows up leads by sending out Visitors Guides in the last 30 days he has sent out 13,446 visitors guides out. He would like to buy into the very successful lead generating company Miles Partnership that can target leads based on interest Hit Springs, Skiing, Ghost Towns, Railroads targeted to specific audiences already planning to travel to Colorado. As well

as build like audiences. Becky makes motions to approve \$98,320 in funding and Heather seconds. All in favor, none opposed.

8. Marketing Director Report - Lodging tax is up 9% Scott's focus is on Sustainable Tourism, CTO Adventure By Nature, building database and the Hot Springs Loop for Fall/Winter. In addition to all topics previously discussed in these minutes.

9. Board Member Reports –

Dan Bender - Season Pass Sales are up and have been the past 3 to 4 years in a row. Scott did a lead generation program for Monarch which reached out to 54,000 people.

Betsy Kolomitz - This year has been their second best year since opening. They have been focused more locally rather than needing to travel and set up longer distance veneers. Her team is happy about this local focus.

Jamie Billesbach - 172 attendees registered for the Outdoor Industry Summit - it was very successful with an expanded outdoor tented exhibit hall (thank you Settings Event Rental), four different breakout sessions in morning and afternoon. Year to date the CMSBDC has worked with 502 clients, with 625 attendees at events and had 3,546 training hours. With the CCVB marketing support for OIS we had 1200 clicks to our website.

Heather Rupska - Held their first community coffee the first Wednesday of each month. It was a huge success with over 40 participants. They are in the process of developing a new website which will roll out in the next few weeks. They are also developing a new membership program and pricing. 14er FEST was a very successful event and town was packed. And, their OHV event was also successful. With CCVB marketing promotion they reach 55,000 people and 28,516 watched the OHV video.

Lori Roberts - Sadly Haley McCoy who heads up the Chambers marketing has resigned and is traveling throughout the country currently in California. Lori hopes to fill the position within the next month. They are hosting a variety of event in October including Oct. 18th offering The Circular Economy keynote speaker event with breakfast, their first (since COVID), Business After hOurs at the Golf course, Oct. 26th Good Business Colorado discussing Health Care, and Oct. 29th Whiskey in the Rocks from 3 to 6 on the Plaza with KHEN and Woods Distillery supporting the fundraiser for Salida Chamber.

Travis Hochard - The rafting season is wrapped up and they had very good water - they did not news to draw on Pueblo Water. They are above 2019 in sales but down 15% in people and down 10% from last year's 2021 season. However, shop sales were up this year. They had no challenges with finding team members to work since they offer \$15.00 and hour, sick leave and employees can camp and stay.

Brian Berger - Business as usual

Clay Bidwell - No report

Meeting Adjourned at 4:53