

AGENDA

Chaffee County Visitors Bureau Board Meeting

3:00PM Tuesday October 25, 2022

Buena Vista Public Library

131 Linderman Ave (PO Box 2019)

Buena Vista, CO 81211

Attending: Lori Roberts, Dan Bender, Sarah Briam, all online and Travis Hochard, Scott Peterson, Betsy Kolomitz, Jamie Billesbach and Clay Bidwell in person.

1. **Call to Order** at 3:01 pm
2. **Public Comment Period** – limited to 3 minutes per person no public comment
3. **Approval of September 27, 2022 Board Meeting Minutes** Travis moved to approve the meeting minutes and Clay seconded. All in favor, none opposed.
4. **Discovery Pass Program \$50,000** - leverage the Adventure by Nature Pledge and free for those to get. Working on buying it upright. They want to pass over the maintenance of it. Chambers would manage the offers in and managing it can be an additional benefit to their members. Will give free support for the next two years. Minimum support maintenance 1,300 was one year which equaled \$15.00 a pass. Discussion of whether to buy this or run for another year.

We decided to pass on buying the Discovery Pass at this time and to consider again in the future.
5. **Approve website redesign negotiations with [Agency Tourism Marketing](#)** \$30,000. Discussion: The end result will save money for the future and pays for itself in the first year by omitting the current website fees. Betsy Kolomitz makes a motion to approve the ATM proposal of \$30,000 funding and Travis seconded. All in favor, none opposed.
6. **Approve [Agency Tourism Marketing](#) Tourism Engine Email platform** \$9400.50/YR total based on YTD emails sent. Currently on MyEmma this system integrates great by their website, Currently paying \$16,000 for MyEmma. This system will work really well and interface with the new website. Jamie moved to approve the ATM Email Platform and Betsy seconded. All in favor, none opposed.

7. **Change or Cancel November & December Meeting Dates** November 22, 2022, December 27, 2022 Change to one meeting on Nov. 15th virtually. Travis moved to move our meeting to one to be held Nov. 15 virtually at 3:00pm and Clay seconded. All in favor, none opposed.

8. **Marketing Director Report**

PROJECTS:

Cost for Tourism Engine is: \$40 mo per account, \$0.005 per email sent. So, the estimated cost is \$9400.50 total based on YTD emails sent. This includes supporting CCVB, Salida and Buena Vista Chambers, Central Mtn SBDC and CCEDC.

Aggressive Social Media Campaigns and
Rec Rangers the County says they will fund
Weekly Email Campaigns

Lodging Tax – +3.5%

30,000 New Visitor Guides

2,933 Visitor Guides have been mailed since October 10, 2022

9. **Board Member Reports –**

Betsy - next year looking strong and just a few more events this year. Nov. 13 venue open house will be put on by the Wedding Association. With 17 participating, there will be a wedding show in January, 2023. The Wedding Association board is looking for another President as Catherine Eichel will be moving out of state after the January wedding show. All are sorry to see her go.

Clay - they are shutting down this fall and launching a new booking platform in the next month.

Travis - no updates really they are working on rebuilding their website.

Sarah - quiet downtown but steady.

Lori - Working on a part time hire to start in November. Tomorrow hosting an event Health Care on any budget workshop in joint venture with Good Business Colorado - it will be an luncheon at the Annex. Then Saturday they will be hosting Whiskey on the Rocks with 9 distilleries and two distributors. Held at and Catered at the SteamPlant indoors in the ballroom and outdoors in the plaza. Kick off to winter with Monarch will be held at the SteamPlant Ballroom on Nov. 12 from 5 to 7:00pm.

Dan - Kick off for Winter last chance to buy the 4 passes for \$209.00. Next, Monarch will take possession of the parking lot on the top of the pass with a tram and gift shop. They are Working with GARNA and the Monarch with Butterfly stickers with Milkweed.

Jamie - In the process of hiring a new Client & Program Coordinator in our Central Mountain Office. We moved our office downstairs in the Sherman Building in Salida which allows us to have handicap access and a larger space for confidential consulting sessions. We hosted 6 different workshops in October and have in 2022 exceeded all prior year numbers as it relates to consulting sessions and training attendees.

10. **Meeting Adjourned 3:56pm**