

AGENDA
Chaffee County Visitors Bureau Board Meeting
3:00PM Tuesday November 15, 2022
VIRTUAL

Location:

Attending:

Lori Roberts, Dan Bender, Sarah Briam, Travis Hochard, Scott Peterson, Betsy Kolomitz, Jamie Billesbach, Heather Rupska and Clay Bidwell

Guests:

Diana Armstrong, SCED, Jon Resnick, Jon Resnick Photography, Greg Felt, Chaffee County Commissioner, Beth Helmke, Deputy Director of Administration Chaffee County Government, and Kathy Rogers, Chaffee County Republican GOP Chair

1. Call to Order 3:02 pm

2. Public Comment Period – limited to 3 minutes per person

Jon Resnick Photography based in Eagle County/Vail County and he has been featured in many Events, BeerFest, worked with a large variety of Nonprofits Published in a variety of magazines and publications including Outside Magazine, Wall Street Journal, many Ski Magazines. Scott asked Jon to send his information to him as a future reference for bids.

3. Approval of October 25, 2022 Board Meeting Minutes

Travis moved to approve the meeting minutes and Heather seconded. All in favor, none opposed.

4. Update on the Ballot Measure that was Passed in Relation to the Lodging Tax Allocations from Greg Felt and Beth Helmke -

40% of Lodging Tax will go to CCVB annually for Tourism, Promotion and Marketing, and 60% of the Lodging Tax will go for “workforce housing, childcare and enhancing the visitors experience.” CCVB can perhaps access the 60% of this fund BUT it is not intended for this use in the broad scheme and it would have to be approved by the BOCC. There are now limits to what the CCVB can use the funds for. The BOCC are now calling the CCVB scope of work to be “Messaging” which includes Tourism, Promotion and Marketing only. This newly approved ballot bill is effective January 2023 which means the reallocation of 40/60 will begin in March 2023. Then depending on Lodging Tax the CCVB will

receive about \$490,000 to \$500,000 for 2023.

Furthermore, January and February 2023 Lodging Tax will go to the CCVB at 100%. Next, the carry forward of Fiscal 2022 will be around \$300,000 from the CCVB original \$900,000 carry forward that we have accrued thus far this year. This will equal between \$800,000 to \$900,000.00 funding for 2023 (depending on the January and February carry numbers at full 100%). However, it would be wise for us to save a portion of the \$300,000. for future years. Then \$600,000.00 of the remaining 2022 CCVB current carry forward fund of approximately \$900,000.00 will be put aside as an emergency fund in case of an emergency CCVB need.

The CCVB will need to then go to the Board of County Commissioners to access these \$600,000. funds if an emergency comes into reality and is needed. The BOCC would need to approve access to any portion of this \$600,000.00. Finally the Rec Rangers work and Sustainable Tourism work that the CCVB has been doing will go to the county to take care of under “enhancing the visitors experience.” Scott shared that this work has been much more involved than simply paying for the Rec Rangers.

Scott commented that this decision Lodging Tax redistribution was made on a high year of our budget so in reality the funding will be more in our average of \$850,000.00 - to then split 40/60. It is unfortunate that the full cost of housing has fallen into only one of the county's entities (CCVB) with full financial responsibility. The board had further discussions about how to cover core costs each year and what programs and local contract help (1099) jobs that we would need to cut/lay off. There were further discussions on if it would be possible to access additional funds if our budget goes down even further due to lodging tax going down as an average over these high years post COVID.

Discussion on how we can use funds from this year to pay for our long term expenses such as the website development. Scott will look through the budget and propose to us what the budget number will be between 600,000.00 to \$700,000.00. He will also figure out what to cut out of the budget short and long term including our local contract help. The board decided to meet to review the Scott;s new revised budget on 11/15/22 at 9:00 am so that this new budget can be submitted to Chaffee Country prior to their early December deadline.

4. **Marketing Director Report -**

Doing a big push for the Holiday season - S Mountain, Parades, Christmas Openings etc. PROJECTS:

SOCIAL MEDIA Last 28 Days

FACEBOOK

Followers: 116,534 + 3,407

Reach: 2,458,191

INSTAGRAM

Reach: 580,871

Followers: 35,106 +629

WEBSITE TRAFFIC 2022

-13.05% 192,641 vs 221,555

EMAIL CAMPAIGN

Active Email Contacts 119.2k

1.5M emails sent YTD

42% Open Rate

5. **Board Member Reports – up to 15 minutes** Questions and comments about board reports.

Dan Bender - Probably not opening by Thanksgiving due to snow - but the Mountain is white which is much better than some years. The Crest is going well, looking forward to a great winter season.

Clay Bidwell - hoping they have some snow and working on booking holiday trips.

Jamie Billesbach - Seven interviews for the Client & Program Coordinator position this week Beth Helmke is joining me on the interview process. We had two additional applicants that based on interviews we may also call in. Hosted a variety of workshops this month and are planning our 2023 year with workshops and events.

Betsy Kolomitz - Mini Open House for Wedding Venues with bridal tours and they had between 7 to 20 couples showing up at the different venues. One of the venues already booked two new weddings from this open house. On Jan 22nd they will host and facilitate a new Wedding Show to be held at the Fairgrounds

Sara Briam - Still doing fishing trips (though cold) - and people are booking next week for the Holidays. They are creating their parade float for next week. They are excited to have holiday visitors coming to Salida as the town has been quite slow.

Heather Rupska - Working diligently on Christmas Opening. For her the biggest thing that has happened is the forum of communication between leaders in the

valley with leaders in the community via their newly developed Community Coffee. It has proven a great way to connect and this Chamber event has had 50 plus people show up each month. Next gathering is Dec. 7th at 8:00am she encourages us all to join in.

Lori Roberts - Held several training events and hosted Whisky on the Rocks which was very successful and a great Kick Off to Winter. It was held Nov. 12th and they partnered with Monarch Mountain. They hired a part time person and she started this Monday. She is already amazing, she is also working on the budget etc.

Travis Hochard - no updates

6. Meeting Adjourned 4:38pm