

AGENDA
Chaffee County Visitors Bureau Board Meeting
9:00AM Friday November 18, 2022
VIRTUAL

Attending:

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

Guests: none

1. Call to Order 9:08am

2. Public Comment Period – limited to 3 minutes per person - no one present

4. Approval of the adjusted 2023 budget

Discussion on what we can do to reduce our 2023 budget to conform to the new ballot measure as it relates to Lodging Taxes. Scott reviewed a new reduced budget for 2023. Please note our challenge in cutting the 2023 budget now is due to the fact that we were expecting to have a budget of \$1,200,000 moving forward in 2023 to then prepare for the budget cuts that we were planning due to the new ballot measure to occur in the 2024 CCVB budget.

With this change to be effective in 2023 we reviewed budget comparisons of 2022 versus the new proposed 2023 budget, as well as, a comparison column of line items that we have already committed to in 2023 with signed contracts.

Discussions opened and we explored as a board a variety of scenarios including; cutting the website, webcams, and coop programs. Scott noted that he would like to preserve the AROA and Chambers co-op programs. In this new proposed budget Scot had already cut out the sustainable tourism programming and greatly reduced social channel outreach.

There were many questions about precisely what we are able to carry forward from January and February 2023 at 100% access to lodging taxes and if in fact we had immediate access to the \$300,000 carry forward. Furthermore, is this estimated carry forward accurate. After this review it was noted from the CCVB board that we need to have a resolution from the BOCC that clearly defines long term access to the projected \$300,000 (or more if this projection is lower than the actual) in carry forward and \$600,000 in reserves to be saved for CCVB funds and accessed by a review of the BOCC.

This is because it is critical to the success of the CCVB that the \$600,000 in the reserves will remain as CCVB rainy day with BOCC board approval if it is needed and guaranteeing that the \$300,000 can be used over the next few years as needed by the CCVB board based on adjusting for decreased lodging taxes due to having have our current lodging taxes in high years. We understand that BOCC member change, Chaffee County staff could also change and even the CCVB member will change and it is imperative that all in the future know about the implementation of access to these funds.

The CCVB board would like to note that the new 2023 budget proposal of \$708,000 is greatly reduced in good faith to allow us to carry forward the majority of the reserve funds to keep current marketing programs - including the video production work - intact over the next several years. There is concern the 60/40 split will reduce income from the lodging tax, resulting in further cuts to the CCVB budget. The board's understanding is that these funds will be earmarked for the CCVB and not reallocated to other programs.

Travis Hochard made a motion to approve the new 2023 budget or \$708,000 and Heather Rupska seconded it. All were in favor and none opposed.

6. Meeting Adjourned 9:49 am