

AGENDA
Chaffee County Visitors Bureau Board Meeting
January 24, 2023
Location:
Commissioner meeting room
County Administrative Offices
104 Crestone Avenue Salida, Colorado 81201

1. Call to Order
2. Recommendation to appoint of Board Members: Jamie Billesbach, Betsy Kolomitz, Dylan Jewell, Scott Lindbloom to the Chaffee County Visitors Bureau Board Of Directors
3. Election of Officers Chair, Co-Chair, Secretary
4. Approval of November 18, 2022 Board Meeting Minutes
5. Public Comment Period – limited to 3 minutes per person
6. Approval of 2023 Meeting Dates

Tuesday, January 24, 2023 Salida
Tuesday, February 28, 2023 Poncha Springs
Tuesday, March 28, 2023 Buena Vista
Tuesday, April 25, 2023 Poncha Springs
Tuesday, May 23, 2023 Buena Vista
Tuesday, June 27, 2023 Poncha Springs
Tuesday, July 25, 2023 Buena Vista
Tuesday, August 22, 2023 Poncha Springs
Tuesday, September 26, 2023 Buena Vista
Tuesday, October 24, 2023 Poncha Springs
November (TBD)
December (TBD)

7. Approval of CCVB By Laws
8. Arkansas River Outfitters Association Public Relations Grant - Travis Hochard
9. Salida Chamber Of Commerce Kick Off To Summer Sponsorship – Lori Roberts
10. Monarch Mountain CCVB COOP Monarch Crest Interactive Advertising & Marketing Campaign \$15,000 COOP match – Dan Bender
11. *My Emma Email Program - 12-month term beginning January 1, 2023, billed annually Emma HQ Volume - 3,000,000 emails per year \$1,186.74/month Annually = \$14,240.88 | CPE = \$0.004747 using the allotted 3MM limit*
12. Chaffee Common Ground Grant - Adventure By Nature Pledge
13. Sustainable Recreation Education Social Media Campaign
14. Colorado Tourism Office's Tourism Management Grant - Adventure By Nature Pledge Sustainable Recreation Education Radio Campaign
15. Marketing Director Report
16. Board Member Reports – up to 15 minutes Questions and comments about board reports
17. Meeting Adjourned

ZOOM

Topic: Chaffee County Visitors Bureau

Please download and import the following iCalendar (.ics) files to your calendar system.

Monthly:

https://zoom.us/meeting/tJ0vdeigrTwvG9SMnm5V8dKIWibljvzEoat6/ics?icsToken=98tyKuChrDkrEteStRiHRox5Aljod_zztmZYjfpusRHoVhYLZij6AetAG7hpCv3f

Join Zoom Meeting

<https://zoom.us/j/99221837510?pwd=T1pFK01QNWpIMWxZUmRsSU91eTJZZz09>

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