



CHAFFEE COUNTY VISITORS BUREAU
**BUENA VISTA
& SALIDA**
Colorado

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AGENDA

Chaffee County Visitors Bureau Board Meeting

3:00PM Tuesday, January 24, 2023

In Person + VIRTUAL Held at Commissioner meeting room - County Administrative
Offices 104 Crestone Avenue Salida, Colorado 81201

Attending:

In person - Dan Bender, Travis Hochard, Scott Peterson, Jamie Billesbach, Betsy Kolomitz,
Lori Roberts, Clay Bidwell and Sarah Briam

Virtual - Heather Rupska

Guests:

1. **Call to Order 3:05pm**
2. **Public Comment Period – limited to 3 minutes per person - PT Wood introduced himself as the liaison for the CCVB board as well as all economic development**
3. **Recommendation to Appoint:** Jamie Billesbach, Betsy Kolomitz, Dylan Jewell, Scott Lindbloom to the Chaffee County Visitors Bureau Board Of Directors
Dylan Jewell introduced himself, believing he brings an asset to CCVB with a younger generation viewpoint. Travis moved and Sarah seconded, Jamie and Betsy abstained and the vote was passed unanimous.
4. **Election of Officers Co-Chair, Co-Chair, Secretary**
Moved Traivis Hochard as Chair and Heather Rupska as Co-Chair and Sarah Briam as secretary. Travis moves, Besty seconded it.
5. **Approval of November 18, 2022 Board Meeting Minutes**
Jamie moved and Travis approved
6. **Approval of 2023 Board 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)

Travis moved to approve the meeting minutes and Dan seconded it

7. Approval of CCVB By Laws

Travis moved and Besty seconded it approved unanimously

8. Arkansas River Outfitters Association Public Relations Grant - Travis Hochard

CTO matches the co-op and leverages the entire ARORA membership

Besty moved to fund and pull from co-op advertising line item for \$13,000.00 Jamie seconded - passed unanimously.

9. Salida Chamber Of Commerce Kick Off To Winter Sponsorship – Lori Roberts

Educational piece mixer with business to business in the amount of \$2,000.00 it is a no cost event for exhibitors or the public. Travis moved to approve \$2,000 for the off season event. Besty seconded it - approved unanimously.

Side discussion of what the new process will be to use co-op money. PT will explore what this process should be. In the short run, we have to decline for the co-op fund could schedule a time with Chaffee County Commissioners.

10. Monarch Mountain CCVB COOP Monarch Crest Interactive Advertising & Marketing Campaign \$15,000 COOP match – Dan Bender

Travis moved to approve \$15,000 to fund interactive signage at the Crest and Heather seconded and passed unanimously.

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

Jamie moved that we approve, Travis seconded it - passed unanimously

12. Chaffee Common Ground Grant - Adventure By Nature Pledge Sustainable Recreation Education Social Media Campaign Travis moved to approve both grant opportunities - Lori seconded approved unanimously.

13. Colorado Tourism Office's Tourism Management Grant - Adventure By Nature Pledge Sustainable Recreation Education Radio Campaign 4 to 1 grant

Travis moved to approve both grant opportunities - Lori seconded approved unanimously.

14. Marketing Director Report

Lodging Tax is down 13% over the last four months

Lodging tax is tracking lower than 2019

Estimated 2023 lodging tax \$800,000 – 60% = \$320,000 2024 Budget

PROJECTS:

- New Website Development
- New Email System
- Colorado.com Brand Channel, Banners, content
- Creative ideas to continue Adventure By Nature 50 10 interviews filmed 50+ videos to create
- 21 winter scripts written
- Recreational Non Profit Fund Raisers
- Buena Vista Snowmobile Club
- Salida Snowmobile Club

Lodging Tax -13% YTD

30,000 new visitor guides reprinted

14,154 visitor guides mailed YTD

SOCIAL MEDIA

FACEBOOK

Followers: 121,732

Reach: 364,015

Engagements: 60,552

Video views: 229,163

Instagram: 36,000 Followers

106,000 Accounts Reached in 30 Days

1,673 Content Interactions

WEBSITE TRAFFIC 2022 VS 2021

-9%

220,736 vs 242,122

-60.23%

18,037 vs 11,257

EMAIL CAMPAIGN

Active Email Contacts 158,073

15. Board Member Reports – up to 15 minutes

Lori Roberts - received the digital sign outside the Chamber still in the process of hiring a full time person. Halley McCoy part time, February 10th annual awards including citizen of the year. 3 hour SteamPlant event with a silent auction. Working on the rest of the year. Traffic physically coming in the Chamber is quite slow.

Heather Rupska - Very excited the board with a new board with an annual retreat with a facilitator. The BV Chamber has partnered with the national Chamber - essays are open

for 6th, 7th, 8th grade visit their website. Working on getting Veterans Services here in the valley they signed up with Eastern Colorado healthcare to support the Veterans,

Dan Bender - trending ahead of last year at this time - which was a record year then. Lots of snow they are very pleased with their numbers.

Sarah Briam - They have introduced Fly Tying Nights a fun, informal event. If you have tied before and have your own equipment, bring your vise and materials to tie a few choice patterns. If you are new to tying and want to check out what it's all about, come on down and we will get you on a vise. No pretensions here, just a fun night with like minded anglers. Have a great local, craft beer and meet some crafty locals! They meet every other Tuesday all winter at Tres Litros Brewery in Downtown Salida.

Clay Bidwell - done pretty well this winter. Rocky Mountain Adventure Rentals is growing and they are looking forward to February.

Betsy Kolomitz - Heart of the Rockies Wedding show just under 100 people in the door at the Fairgrounds - had entertainment - everything else is good within her business.

Dylan Jewell - business is slow at Best Western in BV. It is the slowest in January that they have had for many, many years. They are remodeling rooms and excited to reopen all rooms for the summer season.

Travis Hochard - pre season bookings are right where they want to be at 205,000. They had a commercial rafting drop over the year 25% down from last year. Snowpack In the Friar Collection Basin (water in Colorado) is at 121% from median and the Ark Bason is at 110% median.

Jamie Billesbach - We are rolling out three 4 hour workshops in Buena Vista and Salida. The series is called LeanUp Start + Scale and covers all aspects of innovating with a Lean Canvas business model, and Pro Forma and Cash Flow support. We are offering a monthly Finance Sense, People Ops (HR) training, Bi-weekly Marketing Power Hour. In 2022, we assisted 8 Business Starts, worked with 156 clients via 490 sessions, assisted Clients with \$1,564,000.00 in capital infusion, and we offered 92 workshops with 994 attendees.

16. Meeting Adjourned 4:40pm