



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

Chaffee County Visitors Bureau Board Meeting

3:00PM Tuesday, April 25th, 2023

In Person + VIRTUAL Held at Poncha Springs Town Hall 330 Burnett Ave, Poncha Springs, CO 81242

Attending:

In person - Scott Peterson, Jaime Billesbach, Betsy Kolomitz, Lori Roberts, Dan Bender, Brian Berger

Virtual - Clay Bidwell, Sarah Briam,

Guests:

Virtual - PT Woods,

1. **Call to Order 3:05**
2. **Public Comment Period – limited to 3 minutes per person - None**
3. **Marketing Matching Grant Monarch Mountain Interactive Map, Monarch Crest Mural & Smokey The Bear Statue – \$15,000 Dan Bender**

Scott - My interpretation is that this is not legal use of funds based on the letter from legal.

Dan - Things have shaken out over the last few weeks and changed a bit from when I asked for this matching grant. The topo maps didn't come through. So we had to take this ask out of the \$40k, but we are still looking to get to the full amount. We can't show more than \$20k that we have spent, but there is \$20k in bills coming in. When I looked at the letter from legal, the interpretation is wrong that we are a restaurant. But we are a visitor's center. We will be staffing it.

Sarah - But it is a for profit, visitors center

Dan - Yes, it is profiting Monarch but we are going to provide information about activities in the area.

PT - I actually sat down and talked with Linda and the issue is the money going to a private company and that is out of compliance with what is allowed.

Betsy - So even if we approve it, legal will turn it down?

PT - Yeah, I think that is the case. Maybe there is a work around where Monarch donates a marketing wall to the CCVB. It just can't go to a private company.

Scott - We had a line item for marketing, and this is infrastructure. And this isn't the idea of what the line item was for.

Brian - We got into a bit of a gray area with the old financing structure, but what if this money comes from the new structure that allows for enhancing the visitors' experience?

PT - The problem is that it can't be used for private infrastructure. That is Linda's interpretation. That is where the creative thinking needs to be.

Brian - Can we have you pay the invoices due now, and we help with a \$15k ask for marketing?

PT - What's your deadline to make this work for this season, in terms of needing the money to make this happen?

Dan- We can float for a bit, we hope to open by May 19th

Brian - Sounds like we table this for a minute, and let Scott, Dan, and PT get together to figure out another option.

4. Approval of February 28, 2023 Board Meeting Minutes

Clay makes a motion to approve the February minutes, Betsy seconds, all in favor, none opposed

5. Marketing Director Report

Scott - New Website is up and it looks great. We have all of the businesses in there, and I'm very excited about the events calendar. Anyone can submit an event from this page, and I can approve it and it goes right on to the site. It also back-populates from other sites in the valley and posts music events which has been a big task to keep up with. Quarterly Cadmo meeting, other counties are nervous about the summer. They are looking to be down 12%, they are hoping people are booking late. Chaffee is the only county in the state that lost the lodging tax budget. We are the only county that sent it to vote on a ballot. Care for Colorado meeting, wildfire safety is the goal for this month. We have videos to put out and A-frames at the chamber about restrictions. Working on SEO, we are up 25% ytd from last year for tracking. Taken over facebook and insta for bv and Salida chamber. Until June 15th we will continue to spend on inviting people to come, after that we switch to educating and informing. We have videos of people we have interviewed, we can start putting together videos. We think we can get 50-100 done this summer. These videos will go with the adventure by nature pledge information. Last month we had a really good reach on social media due to my April Fools post. I wrote a press release saying we found a pyramid under S Mountain. 406 comments, 2000 likes and reached 900k people. I think bringing humor into the marketing is good. Campaigns went well last year, we reached over a million people without spending money. 25k on instagram. Salida chamber reached 13k 86% increase and 3.3k with bv chamber. Web traffic up 28% sent over a million emails. Lodging tax is down 15%.

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

Sarah Briam - Things are a little slow this spring in terms of business and tourism downtown. Weather hasn't been great but fishing conditions have been and the fisherman are definitely in town.

Clay Bidwell - Our March in Chaffee and Eagle County we are up about 10% from last year. Summer reservations though are not coming in as strong as they have in the past.

Jaime Billesbach - Full blown I am into the power of WE which is Memorial Day weekend; sold 150 tickets, would like to sell out at 200. We have a lot of people from out of the county show up so we are on the map now. Winding down on in person and virtual workshops now that it's summer, because less people attend but there are about 40 that can be streamed. Very busy.

Dan Bender - Good year at Monarch, looking forward to opening the Crest May 19th

Brian Berger - Town clean up day May 20th . Easter egg hunt was a success, 2000 eggs in a matter of minutes. 4th of July party gearing up. Summer is here.

Betsy Kolomitz - Summer events start this weekend and run through October. Wedding association decided to stay in the valley, which is good. Numbers are up for us to pre pandemic orders.

Lori Roberts- Business After Hours this Thursday at the Hamden, those are back to being scheduled. The golf scramble is May 19th, combined with the Business After Hours. Still in the search for hiring a communications manager. Things are different in the county and the area, Brewers Rendezvous is starting to be planned, July 8th at Riverside. The chamber is busy.

7. Meeting Adjourned 3:56

Jaime makes a motion to adjourn the meeting, Betsy seconds. All in favor, none opposed.