



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

COLORFULCOLORADO.COM

MEETING MINUTES

Chaffee County Visitors Bureau Board Meeting

3:00PM Tuesday, January 23, 2024 In person and virtual

held at Commissioner meeting room, County Administrative Offices 104 Crestone Avenue Salida, Colorado 81201

Attending:

In person- Lori Roberts, Betsy Kolomitz, Scott Peterson, Sarah Briam, Jamie Billesbach, Travis Hotchard, Liz Morgan

Virtual - Clay Bidwell, Dan Bender

Guests:

Virtual - Don Reimer, PT Woods

1. Call to Order 3:01pm

2. Introduction: Liz Morgon, Director of the Buena Vista Chamber of Commerce

Liz is excited to be here and to get the BV Chamber back on track.

3. Election of Officers: Chair, Co-Chair, Secretary

Sarah nominates herself to be secretary. Jamie nominates herself to be co-chair. Travis nominates himself to be chair. Travis makes a motion to approve all nominations, Lori seconds. All in favor, none opposed.

4. Public Comment Period - limited to 3 minutes per person.

None

5. Approval of minutes from November and December meetings

Travis makes a motion to approve the November and December minutes. Lori seconds. All in favor, none opposed.

6. Approval of 2024 Meeting Dates

Jamie makes a motion to approve dates and locations for 2024 meetings, Travis seconds. All in favor, none opposed.

7. Approval of CCVB Bylaws - Postpone until next meeting.

8. Salida Chamber Of Commerce Kick Off To Summer Sponsorship - Lori Roberts \$2,000

Lori - This was very busy last year and did not need much marketing. This event is getting very good traction. We are asking for help with the marketing.

Travis - The question I have is is there any line item in our budget that this could allocate towards or will this take away from something else?

Scott – This will probably be the offline marketing line item. But these budget numbers are real, and we are already over on offline marketing.

Travis – Then are we able to market online for this? It just shows that the budget doesn't allow for this even though we want to help. I think we should ask Lori to leave so we can discuss.

Lori leaves the room

Liz – So what is the ask?

Travis – It's \$2k. I'm not sure if this is critical for our mission.

Jamie – I agree and we've had the same issue with the power of we, so with the current budget, and with the marketing budget we have, are we able to market this and promote it through our channels?

Scott – Yes, this is a tough one, we can market it but it may not be something we can help with anymore financially.

Travis – I would make a motion to not continue the financial support for this event but encourage Scott to promote it organically through online channels.

Jamie seconds. All in favor, none opposed.

9. Marketing Director's Report

Marketing Directors Report

January 23, 2024

Lodging Tax \$0 collected January 2024

2023 \$1,219,062.90 +4%

2024 Budget: \$457,655.00

VISITOR GUIDES

30,000 new visitor guides printed 11/13/23

1,215 visitor guides mailed YTD

7,838 visitor guides remaining

PROJECTS:

Email: New Hot Spring Opens In Buena Vista, Colorado

Search Engine Optimization For Website

Video Projects:

Avalanche Awareness video 2024

Weddings and Meetings Video

Buena Vista Walking Tour

Artist Profile Video Nora Larimer

Fat Biking in BV and Salida
Salida National Historic District
Browns Canyon National Monument
Salida Railroad
Valley of the Chiefs
Tubing on Snow
• Video Scripts In Progress Beyond The Slopes Series, Avalanche Backcountry Awareness

Tourism Management Grant

The Chaffee County Visitors Bureau (CCVB) seeks the support of the Colorado Tourism Office (CTO) through the Tourism Management Grant to further our commitment to responsible recreation and sustainable tourism practices through the expansion of our Adventure By Nature pledge program.

This grant application and the push to expand the Adventure By Nature pledge originated from discussions at the Chaffee County Visitors Bureau's Destination Blueprint workshop in November 2023 and throughout the Destination Blueprint destination assessment. Stakeholders, including local businesses, residents, land managers, and nonprofits, came together to highlight the need for increased responsible tourism education.

The Tourism Management Grant, if awarded, will extend our efforts in promoting the Adventure By Nature Pledge, leveraging video content, email campaigns and social media channels. In conjunction, we will develop a dedicated coupon page to encourage pledge participation, simultaneously fostering business growth within the valley. Our strategic plan encompasses fundraising initiatives for recreational non-profits, utilizing videos, social media platforms, and a designated landing page on ColorfulColorado.com.

Our proposed initiative to expand and enhance the Adventure By Nature pledge focuses on education, awareness, and support of local businesses, aligning with the ethos of cultivating a community dedicated to preserving the natural beauty of Chaffee County while driving economic sustainability for our tourism partners.

Email Campaigns for Stakeholders: CCVB will execute targeted email campaigns building on priority actions identified in the Destination Blueprint program. These campaigns will focus on promoting responsible recreation best practices, community engagement, and volunteer opportunities within the tourism sector.

Online Platform Enhancement: Colorfulcolorado.com will undergo backend improvements to facilitate stakeholder access to categorized videos and photos. Stakeholders can update their free listings for accurate representation and create/edit coupon promotions for users who take the Adventure by Nature pledge. The platform

will also enable stakeholders to upload events to the calendar, fostering community engagement.

Coupon Page for Adventure by Nature Pledge: Businesses can utilize the interactive coupon page to create/edit coupons, incentivizing individuals to take the Adventure by Nature Pledge. This initiative supports responsible and respectful visitation and local businesses.

Event Web Page Enhancement: CCVB's website will be enhanced to provide detailed information about Chaffee County Rec Adopters, volunteer opportunities, and community impact. This central hub supports stewardship initiatives.

Educational Videos on Responsible Recreation: CCVB plans to produce 10 educational videos emphasizing responsible recreation practices and promoting awareness of local nonprofits. These resources will be available for stakeholders and partners.

Videos for Nonprofit Events: CCVB aims to create videos encouraging donations and volunteerism at nonprofit events. These videos will showcase community involvement, fostering a sense of responsibility among residents and visitors.

Business Engagement and Volunteer Programs: CCVB will encourage local businesses to actively participate in and support volunteer programs. This fosters shared responsibility, contributing to community well-being and highlighting CCVB's leadership in destination stewardship.

Partnerships with Local Businesses: Building on strategic partnerships developed throughout the Destination Blueprint program, CCVB will offer sponsorship opportunities, in-kind donations, and volunteer incentives to local businesses. This collaborative approach strengthens community bonds and supports local initiatives.

Social Media Campaigns: CCVB will launch social media campaigns showcasing Chaffee County's beauty and promoting volunteer opportunities. These campaigns inspire community pride and active participation in destination stewardship.

Video Coop Program: CCVB introduces a Video Co-op Program, allowing stakeholders to create 1-minute promotional videos for their companies at a cost of \$500. This initiative supports local businesses and enhances awareness of Chaffee County.

CCVB VIDEO COOP

The Chaffee County Visitors Bureau is excited to introduce our video co-op initiative that aims to empower local businesses with a high-quality 1 minute or less finished promotional or social media video at an affordable cost. In today's digital age, video content has become a powerful tool for businesses to connect with their audience and stand out in a competitive market.

Overview:

We are offering a comprehensive video production package for the promotional or social media needs of your business at a total cost of \$500.

Package Inclusions:

1-hour Video Shoot: Our skilled videographers at 50West Productions will capture the essence of your business, products, or services, ensuring a visually appealing and engaging narrative.

Licensed Music: We understand the impact of music in creating a memorable video. We will provide licensed music that complements your brand and enhances the overall viewing experience.

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Additional Services:

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36,000 YTD 2024 + 105%

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798 Emails sent

38.50%

Open rate

10.74%

Click-to-open rate

SOCIAL MEDIA

FACEBOOK

Scott - Probably will be the last time we print the visitors guide. It's a pretty big deal that we have another hot spring here in town. I'm trying to get a press release from them. The plan is to send out an email this week about the springs. There are 2 videos a week that have been produced and we have the hotlinks to these videos. I'm going to apply for a tourism grant, which came out of the stakeholder meeting. We are going to continue with the recreate responsibility campaign. We will build 10 videos out of \$5k, and that will be our matching part. We will promote our

recreational nonprofits that are affected by tourism. So we will promote the adventure by nature pledge with a coupon.

Liz – Will you send out something to promote it to members?

Scott – Yes.

Liz – thinking of questions I may have to field, would this be customizable for each business?

Scott – Yes, and we will have a questionnaire and application to get some more info

Sarah – You can post examples and reviews. I'm happy to provide one.

Scott – Any questions on the grants or the co-op?

Travis – The more grants the better

Scott – Web traffic is good. We had a big push on social. We used to do a lead generating campaign but now it's just linking to the website and having them put their info on the site. We are not getting as many leads but more traffic to the website and more quality leads. Lodging tax is our biggest measurement since we don't sell anything. We have \$324,000 left this year in our budget. I am reaching out more with social media, 2 reels a day and 2 posts a day on platform.

Lodgers are concerned with this first quarter. It's tough when the roads close.

Jamie – Online marketing: it looks by the numbers nothing has slowed down by the numbers you can measure. But how are you feeling about how things are going with the budget and what are your concerns?

Scott - I want to dig into the airbnb data platform more. I want to be able to learn more about the occupancy drops and see what this data tells us. This first quarter is going to be the tell. This is where I'm trying to push more now. People will come this summer. Try and get a value out of that platform.

Lori – There are some towns that went to just online marketing and didn't have a visitors guide anymore, were they rural mountain towns? I'm curious because when people get their hands on it at the chamber they have something physical. I know decisions have already been made to not move forward with it but I do see a value in it.

Scott – I'd have to look into it.

Sarah – Something I'd love to bring up is a cool organization that is forming in town. We have so many locally owned businesses and what we are finding out is we have a ton of woman owned businesses. The women owned businesses have formed a group called Salida Women in Business. Currently there is just a social media presence, but they plan to have more of a cohesive organization. This would be an amazing thing to promote about our county. We should leverage this by highlighting the work the organization is doing and it would just be a promotion on online channels. But this is something really unique about our town.

Scott - I would love to hear more about that because it does fit within our mission of promoting many businesses across our county.

9. Board member updates - up to 15 minutes Questions and comments about board reports

Lori – We are staying busy. Pre workshop tomorrow from 8:30- noon, Partnering with small business and the presentation is if you have a current business and looking at avenues to expand or revitalize yourself. Pretty cool how many businesses are signing up. Community board is coming up, something we do to give back to the community. February 8th , 6- 9. We have a new president at the board.

Liz – Big news is we are getting ready to send out membership renewals. Last year was rough on funds so we are recovering. I've been talking to businesses and addressing their concerns and sharing new programing they are doing. We are getting business after hours up and running again.

Jamie – I have a vacation rental, we started the suite so that when we retire we have some kind of income. We hardly have had any bookings, and with the second year where we have to apply and there is an inspection, on top of the lodging tax, it's scary to think this was a sure thing for retiring and has me concerned. With business we have between 5 and 10 consulting requests a week. We have two new consultants so that I am personally not doing as many sessions myself. Power of We all the speakers are booked, excited the lineup is done.

Sarah – Pretty slow right now, but fishing is good.

Travis – Pretty slow now, but we are doing an online sale. Snowpack, this last 5 feet helps, full basin at 84%, Upper basin more like 95-100% of average.

Clay – We've had a lot of success with people visiting from Colorado Springs.

Dan – Starting to snow, business is picking up.

Meeting adjourned 4:25pm



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Followers: 124,993

Performance

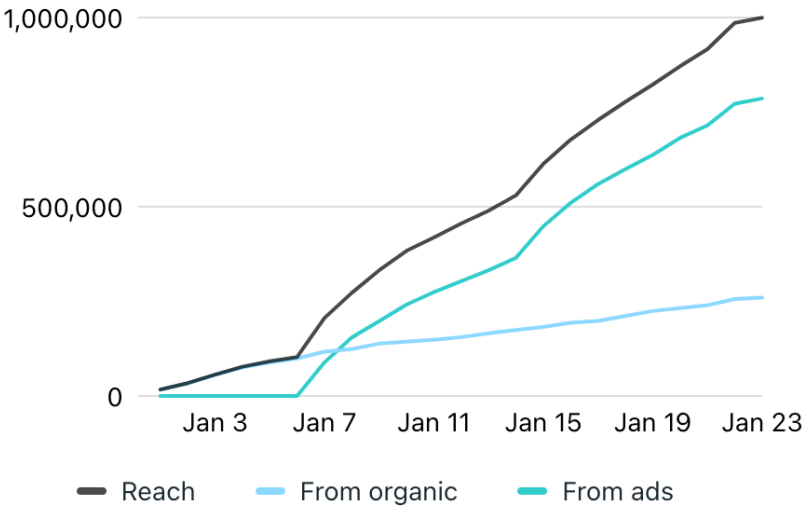
Daily Cumulative ⓘ

Reach ⓘ
999.3K ↑ 62.7%

Content interactions ⓘ
12.4K ↑ 6.2%

Followers ⓘ
Lifetime
125K

Link clicks ⓘ
71.6K



Reach breakdown

Total
999,288 ↑ 62.7%

From organic
259,735 ↑ 79.3%

From ads
786,083 ↑ 64.2%

INSTAGRAM

Followers: 38,341

Performance

Daily

Cumulative

Reach ⓘ

465K

↓ 62.8%

Content interactions ⓘ

4.1K

↓ 43.1%

Followers ⓘ

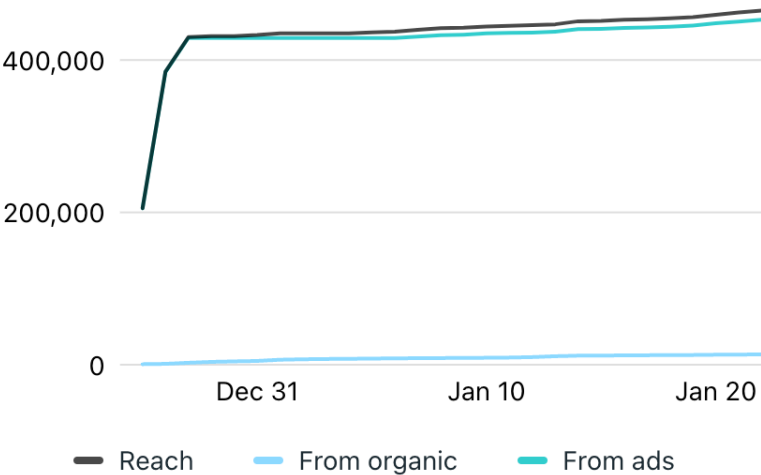
Lifetime

38.3K

Link clicks ⓘ

1.3K

> 22%



Reach breakdown

Total

464,958

↓ 62.8%

From organic

13,461

↓ 12.5%

From ads

453,029

↓ 63.4%

		Budgeted 2024	Acutal
014-4500-42050	Legal Services	\$ 1,000.00	\$ -
014-4500-42100	Office Supplies	\$ 1,000.00	\$ -
014-4500-43100	Computer Services	\$ 500.00	\$ -
014-4500-43200	Gen Fund Contr Services	\$ 2,700.00	\$ -
014-4500-43210	Telephone	\$ 300.00	\$ -
014-4500-43220	Postage	\$ 400.00	\$ -
014-4500-43300	Travel & Transportation	\$ 5,000.00	\$ -
014-4500-43415	Offline Marketing	\$ 20,000.00	\$ 30,277.92
014-4500-43520	VG Production	\$ -	\$ -
014-4500-43815	Website & Email Maint	\$ 30,000.00	\$ -
014-4500-43600	Co-Op Advertising	\$ -	\$ -
014-4500-43835	Marketing Director	\$ 105,000.00	\$ 8,750.00
014-4500-43855	Content Creator	\$ -	\$ -
014-4500-43860	Online CTO Grant	\$ -	\$ -
014-4500-43880	Online Marketing	\$ 206,555.00	\$ 84,716.02
014-4500-43885	Monarch Mountain	\$ -	\$ -
014-4500-43890	VG Fulfillment	\$ -	\$ 3,130.33
014-4500-43895	Sustainable Tourism	\$ -	\$ -
014-4500-43920	Contracted Services	\$ 78,000.00	\$ 6,500.00
014-4500-43945	FAM Tours	\$ 2,000.00	\$ -
014-4500-44100	Misc Expenses	\$ 1,000.00	\$ -
014-4500-44200	Dues & Meetings	\$ 2,000.00	\$ -
014-4500-44500	Treasurer Fees	\$ 200.00	\$ -
014-4500-44910	Photo	\$ 2,000.00	\$ -

Totals

\$ 457,655.00	\$ 133,374.27
Budgeted	SPENT

Remaining 2024
\$ 1,000.00
\$ 1,000.00
\$ 500.00
\$ 2,700.00
\$ 300.00
\$ 400.00
\$ 5,000.00
\$ (10,277.92)
\$ -
\$ 30,000.00
\$ -
\$ 96,250.00
\$ -
\$ -
\$ 121,838.98
\$ -
\$ (3,130.33)
\$ -
\$ 71,500.00
\$ 2,000.00
\$ 1,000.00
\$ 2,000.00
\$ 200.00
\$ 2,000.00

\$ 324,280.73
REMAINING

	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	LODGING TAX	40 Percent	CHANGE	LODGING REVENUE	BUDGET
2014	\$0.00	\$51,720.00	\$10,317.00	\$425.65	\$71,081.00	\$2,336.00	\$10,079.00	\$88,175.00	\$9,919.00	\$10,438.00	\$189,850.47	\$135,879.65	\$580,220.77			\$30,533,194.21	
2015	\$178.30	\$57,779.98	\$6,975.15	\$3,954.00	\$46,516.08	29,508.80	\$7,193.84	\$109,526.79	\$2,531.70	\$3,268.81	\$184,860.75	\$24,836.16	\$477,130.36		-18%	\$25,115,811.58	\$501,029.88
2016	\$19,419.78	\$40,479.35	\$44,304.27	\$1,984.93	\$65,468.16	\$23,963.00	\$5,711.12	\$109,765.96	\$11,643.59	\$9,152.32	\$226,822.11	\$13,015.07	\$571,729.66		20.00%	\$30,089,197.89	\$564,300.00
2017	\$2,381.44	\$52,985.31	\$14,853.45	\$35,132.37	\$93,976.12	\$12,967.38	\$438.62	\$141,547.58	\$4,650.41	\$4,220.97	\$249,594.36	\$8,553.05	\$621,301.06		9%	\$32,700,058.95	613,059
2018	\$4,656.15	\$98,638.61	\$8,393.34	\$7,800.10	\$100,596.39	\$13,176.70	\$5,040.16	\$168,560.84	\$6,783.92	\$7,034.77	\$242,476.71	\$50,729.92	\$713,887.61		15%	\$37,576,138.95	562,816.74
2019	\$10,376.15	\$123,477.02	\$18,191.73	\$9,668.76	\$154,764.27	\$4,352.60	\$5,887.80	\$161,670.65	\$5,564.94	\$45,119.17	\$285,662.89	\$10,951.58	\$835,687.56		17.00%	\$43,986,181.05	663,714.96
2020	\$19,809.15	\$181,599.48	\$5,785.79	\$10,390.94	\$101,167.56	\$17,185.17	\$2,477.13	\$102,417.15	\$15,693.37	\$5,601.14	\$328,653.92	\$46,843.63	\$837,624.43		0%	\$44,090,231.58	696,553
2021	\$24,580.77	\$177,084.70	\$7,468.96	\$860.68	\$221,088.31	\$3,258.89	\$1,853.18	\$232,278.27	\$38,209.06	\$23,572.77	\$419,257.62	\$15,055.26	\$1,164,568.47		39%	\$61,297,290.00	\$900,607.59
2022	\$7,478.48	\$176,896.83	\$47,782.47	\$2,944.45	\$264,215.43	\$3,465.54	\$5,362.23	\$269,915.34	\$13,528.67	-\$476.00	\$346,779.62	\$27,343.84	\$1,165,236.90		0.05%	\$61,594,041.05	\$1,459,639.03
Actual 2023	\$1,983.03	\$219,231.87	\$6,431.36	\$0.00	\$206,326.91	\$5,677.73	\$7,495.30	\$320,402.06	\$0.00	\$0.00	\$442,533.17	\$8,981.47	\$1,219,062.90	\$487,625.16	3.84%	\$64,160,681.05	\$700,000
2024	\$0.00												\$0.00				\$550,000
													\$8,186,449.72			\$431,142,826.31	\$7,211,719.86