



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

COLORFULCOLORADO.COM

MEETING MINUTES

Chaffee County Visitors Bureau Board Meeting

3:00PM Tuesday, February 27th, 2024 In person and

virtual held at Best Western Vista Inn, 733 US Hwy 24 N, Buena Vista, CO 81211

Attending:

In person- Scott Peterson, Dylan Jewell

Virtual - Jamie Billesbach, Dan Bender, Liz Morgan, Katie Davis, Don Remier, Sarah Briam, Travis Hotchard

Guests:

Virtual - Don Reimer

1. Call to Order 3:01pm

2. Public Comment Period – limited to 3 minutes per person

None

3. Approval of January 23, 2024 Board Meeting Minutes

Travis makes a motion to approve the January minutes, Katie seconds. All in favor, none opposed.

4. Approval of CCVB By Laws

Katie: What is the context of the vote?

Scott: These have not been changed in a few years and the last change was to change the meetings from noon to 3pm.

Travis: Let's move this to the next meeting since the bylaws were attached. So everyone can read them and make an informed vote.

5. Marketing Director Report

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2023 \$1,219,062.90 +4%

2024 Budget: \$457,655.00

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PROJECTS:

Email: New Hot Spring Opens In Buena Vista, Colorado

Search Engine Optimization For Website

Video Projects:

Avalanche Awareness video 2024

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Scott - Lodging tax I sent out are November December receipts, so it's hard to see in real time. But we were down those months.

Jamie - So there is a lag, so all you're comparing is November/December, not the whole year?

Scott - Best we can look at is last year where it was up by 3%, but that counted a couple months prior to it. So it's a little off.

Travis - S do you have a final number for 2023?

Scott - \$1,219,062 for the year. Down for the final two months though.

We have been holding strong sending out visitors guides, website traffic is up so SEO work is productive. Email Campaigns results are good. Social media followers grew about 1000 people. So those campaigns are going well.

Video projects we have done through winter have links I can send along.

Jamie - I have a question about that. We have a large client database, and I'm sure the chamber does too. Can we share those links to better leverage the videos and content?

Scott - Yeah, we are working on having those links available for everyone.

Typically I spend half the online budget before peak season and about half after so we are right on track for spending in April, May and June coming into a strong Summer. Dylan can speak to this but it is sounding like lodging numbers are down for the beginning of the season.

Dylan: Going into march we are down about 9% so far. Contractors are keeping us busy and we are starting to see families on the weekends but the midweek is low. We have no traffic and are quiet right now.

Scott - Any questions about the budget? I did apply for the tourism grant and we will find out in March about that.

Travis - One thing I was going to say is with Aroa we got a grant and we've gotten a matching grant in the past, the CCVB has donated \$12k but my feeling is that the sentiment is that it wouldn't go through. Even though it is a grant. We don't advertise in the summer, and the summer industries put a lot of money into the lodging taxes. Scott and I have talked about a way that maybe Aroa partners with the CCVB to go for a grant that helps to

leverage our funds. They are looking for unique ways to partner with outfitters and leverage for grant dollars

Scott – Yeah I think it would be fair if Fremont County could kick in because they never have. We do in kind with the webcams or effort for more exposure with the news channels.

Jamie – Is this something that Travis, you and Scott could propose at the Commissioners meeting because there is the 60% set aside for unique funds and rafting seems to be that unique thing.

Travis – That is a good idea.

Scott – Don could speak on that but I believe that money is committed already.

Don – So yes, the money has all been allocated in 2024 through the budget process back in December. With that said, I understand we are concerned with the economy and we have had a soft winter. Lodging tax revenues were up for 2023 which is great and the interest rate going down. F street not being open, paid parking, it's really hard to predict what can happen moving forward.

Travis – And we do have some reserves but If we do nose dive we can utilize that. We don't want to advertise in the summer but if we need to or if numbers are down, it can lead to a lower winter

Don – It would be great if Fremont county contributed if its 40/60 with the rafting industry

Sarah – Is there a visitors bureau there? I guess they don't have much lodging

Scott – Right, their budget is not great. Maybe looking at Pikes peak and Colorado Springs, because the rafting does affect that group and bringing tourism

Katie – And keep the BV Chamber in mind with the grant opportunities, I really was left with no budget.

Jamie – I can't remember when we started with the apps with the phones, where we could track additional info, it would be nice to see if there are trends now that we have a year in.

Scott – We have 4 years of history to look back on that with them. Last year was an anomaly, it seemed, an increase in people, but I'm wondering if we are actually comparing apples to apples.

Travis – Can you see where they are spending money?

Scott – It's not connected to their cc but there is the opportunity for that.

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

Dylan – It's the same, quiet throughout the week, Friday Saturdays busy, Sunday a huge checkout day. We see a good uptick in the second and third week of March. Then it's quiet in April. Right now there are a lot of contracting workers in town. We see them Monday through Thursday.

Liz – Yeah, the chamber is in the midst of a fundraising drive. Lots of people joining and renewing which is good. March 21st will be the business after hours. We will have a few new board members who we'll be introducing.

Dan – Today was interesting, it didn't open due to high winds. This year has been interesting with some unexpected closures. We seem to be on pace with last year. Hopefully we get some snow.

Jamie – Doing lots of reports, one of them is getting ready for a presentation on Monday. What I don't have is a comparison from this year. I personally have had to do a lot of consulting because our consultants can't keep up with the demand. We are really doing well with the power of we. We are excited about the lineup. We have 55 people registered. Trying hard to not just break even but to make money this year. We need to start building funding though because next year my funding will be reduced. Really well with the workshops, most attendance is virtual, our highest attendance was 40 virtual. We are building an on demand workshop database which is great.

Katie – Things are happening in Poncha, and the hiring process for administrators. Had 12 candidates last week so that's exciting. We moved our trustees meetings to Tuesdays. And on tonight's agenda for us is to get approved a contract for an rp for our website.

Sarah – Spring breakers are starting to show up downtown, which is good. We are concerned as a business about paid parking though.

Travis - We had a winter sale and bookings are up. Aroa – We are going to do a youth rafting day the first week of June in Chaffee County. Will service local youth as well as lake county, Denver and the springs. Working with Wendall Prior to get a shuttle grant. Another part of this is a diversity initiative, a scholarship for the older kids. Maybe CKS helps with gear and they get a per diem to come and train. Trying to close the gap for people who can't afford to train.

Originally said Shooting to bring up 500 kids, we could probably handle that but he thought 150 was more realistic. We are working through that right now.

7. Meeting Adjourned 3:44pm



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WEBSITE TRAFFIC

292,000 - 2023
36,000 YTD 2024 + 105%

EMAIL CAMPAIGN

Active Email Contacts 163,771
798 Emails sent
38.50%
Open rate
10.74%
Click-to-open rate

SOCIAL MEDIA

FACEBOOK

Followers: 124,993

Performance

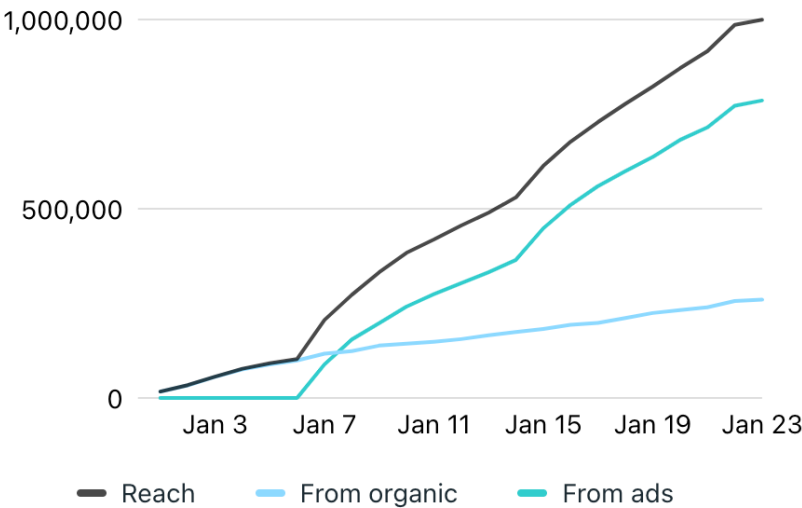
Daily Cumulative ⓘ

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 ⓘ

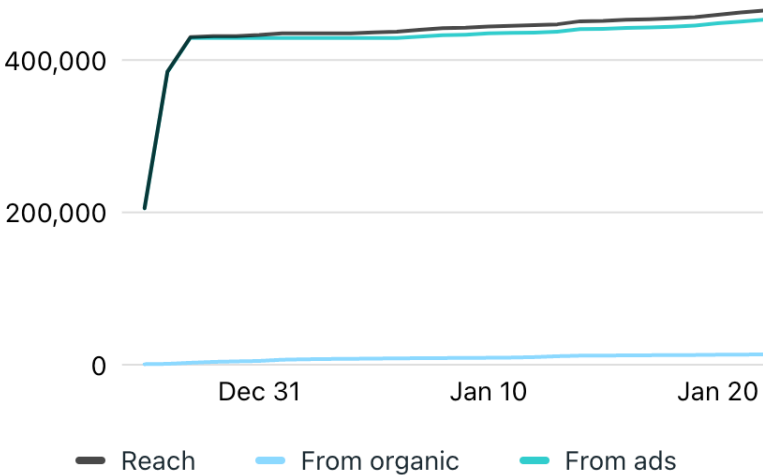
Lifetime

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