



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

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MEETING MINUTES

Chaffee County Visitors Bureau Board Meeting

3:00 April 23, 2024 held 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, Lori Roberts, Sarah Briam, Liz Morgan

Virtual - Katie Davis, Travis Hotchard

Guests:

Virtual - Don Reimer, PT Woods

1. **Call to Order 3:05pm**

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

None

3. **Approval of March 26th, 2024 Board Meeting Minutes**

Katie makes a motion to approve, Lori seconds. All in favor, none opposed.

4. **Colorado Tourism Office Email Blast - June – Out of State Audience, 185k subscribers, Mats due 5/13, Delivers 6/5: \$7,200 Goal to do a summer adventure giveaway to populate our email list from this email list.**

Scott – I have about 10k left of spending before summer season and this could be an opportunity to grow our audience. The plan is to do a giveaway. Colorado Tourism will send out an email to their out of state email list. We will promote rafting, I'll reach out to outfitters.

Pagosa did it last month and they pulled about 27k emails for their use.

Katie – Are you deciding on the content?

Scott – Yes, it's a format but we provide the information

Katie – Is it money we have to spend or want to spend?

Scott – I think it's a good way to leverage the budget off the state's budget

Liz – And there are giveaways?

Scott – I use an app, as an example I will ask the outfitters for a 4 person trip and the winners would be chosen, but it bolsters our facebook followers as well. The biggest thing with this as well is the out of state leads. We don't have the budget to reach those people currently.

Dillon makes a motion to approve. Lori seconds. All in favor, none opposed.

All in favor, none opposed

5. Increase 2024 budget \$20,000 due to Colorado Tourism Management Grant. \$457,655.00 to \$457,855.00

Travis – So we got a grant for this?

Katie – So this is a one time thing?

Scott – Yes, for this year.

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

6. Marketing Director Report

I have paused the Stakeholder outreach project until after May 2024. This is due to the \$20,000 Tourism Management Grant requirements. I will write a press release about the grant.

Lodging Tax \$354,113.66 +56%

2024 Budget: \$457,655.00

VISITOR GUIDES

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

5,457 visitor guides mailed YTD

5,500 visitor guides remaining

WEBSITE TRAFFIC

97,000 YTD 2024 + 12%

EMAIL CAMPAIGN

Active Email Contacts 162.4k

2M Emails sent

25% Open rate

SOCIAL MEDIA

FACEBOOK

Followers: 125,206

INSTAGRAM

Followers: 38,595

Scott – One more thing I want to add to the report is we got a really good feature in the wall street journal. A picture I took about the hot springs loop. Pretty great press and pretty big deal.

7. Board Member Reports – up to 15 minutes Questions and comments

Dillon – Business is good right now. We are remodeling our front desk, the last little project before summer. People are reserving for may june july, we are seeing an uptick.

Lori – Our phones are busy, walkins busy. We have an e-waste event coming up. I have some fliers, I can share this info too. It's on may 4th. Its cool because it goes along with the earth day theme. Also I have the golf scramble on May 17th. We still have some tee times open 11- 3pm,

with a business after hours from 5-7. We have a new helper/volunteer at the chamber. She is great, knows the area really well. Very happy with her but looking for some more help.

Liz – We had about a month ago our first business after hours since I have been at the chamber. Very well attended. We had the Civic V, it's for middle kid schools. We had 77 applicants, 20 came to the live event and we had the top three going on to the event in Denver. This is our second year doing this. Moving forward, we are about to do a campaign to find some more board member.s We are going to do a membership campaign as well. I'm also going to launch a walking tour around hwy 24 to promote businesses out there that don't get a lot of walking traffic.

Sarah – The Caddis hatch is about to happen on the Arkansas river. It's a pretty great hatch a a big deal for fly fisherman. We will see a lot of tourism for it within our sector.

Katie – Poncha Springs New administrator started last week. Town cleanup May 18th. Our visitor's center sits empty with the construction that will last until October unfortunately. Just wondering what the opportunities are with that space.

Travis – River Runners operations starting May. New facilities for the grill are not until September, but we will open with the grill we have been operating with for years. Music series gets kicked off soon, we have a kick off with the Motet.

Aroa – Taking 200 kids rafting.

8. Meeting Adjourned 3:37pm