



MEETING MINUTES

Chaffee County Visitors Bureau Board Meeting

3:00PM June 26th, 2024 held **virtually**

Attending:

Virtual - Travis Hotchard, Scott Peterson, Jaime Billesbach, Katie Davis, Clay Bidwell, Liz Morgan

Guests:

Don Reimer

1. **Call to Order 3:06pm**
2. **Public Comment Period – limited to 3 minutes per person**
None
3. **Approval of Meeting Minutes May 28, 2024**

Jaime makes a motion to approve the May meeting minutes. Travis seconds. All in favor, none opposed.

4. **Chaffee County Destination Stewardship Plan**

Scott - Let me share the screen. We created this as part of our participation in the colorado blueprint plan which is basically 100 hours of mentorship. We engaged with local businesses and tourism partners to identify the following priorities. We had a meeting at the Scout hut with about 20 different stakeholders there.

Action Plan:

- 1) Understand opportunities to expand responsible use education and messaging for outdoor recreation users.
- 2) Increase Chaffee County resident awareness and understanding of the value of tourism and visitation.
- 3) Promote local businesses and experiences and increase engagement with and support for the business community
- 4) Provide opportunities for outdoor recreation users to give back to Chaffee County
- 5) Encourage Chaffee COunty businesses to support local nonprofit organizations engaged in stewardship and sustainability.

Goals:

- 1) Expand the Adventure by Nature Pledge program

Action items: We applied for a tourism and management grant. We got \$20k of that and matched \$5k in video production to match that. Stakeholder email campaign, and the Adventure by Nature Pledge Coupon Page.

- 2) Increase visibility, volunteerism, and donations for local nonprofits engaged in responsible recreation and destination stewardship.

Action items: Event web page enhancement, videos for non profit events, business engagement and volunteer programs.

- 3) Promote local businesses and experiences

Action Items: Video Co-op program, Rights-free usage for all businesses

- 4) Educate the community about the value of tourism and seek vocal advocates for continued or increased funding for Chaffee COunty Visitors Bureau

Action Items: Tourism partner and business communications plan, tourism stakeholder survey, resident sentiment survey, database of CCVB advocates, tourism partner engagement

- 5) Support improvement of outdoor recreation infrastructure and mapping, expansion of diverse outdoor recreation experiences and opportunities for outdoor recreation users to give back to Chaffee County

Action Items: Digital mapping, outdoor rec needs and gaps assessment, recreation infrastructure funding, diversity outdoor recreation offerings.

So basically that is the plan in a nutshell. I'm feeling this didn't go beyond the scope of what we can handle. Does anyone have any questions on the Stewardship Plan?

Jamie: On goal 2 for the nonprofits, are we able to pull in the city Parks and Recs or are they out of the scope of that goal?

Scott: No, I think that is something we can do. I have told the nonprofits my deadline is the end of August, so if we don't move forward with some of the organizations we have chosen we have money set aside to promote, so there is room to shift.

Jamie: - So goal 3 for the video co-op, do you have messaging for that? With the chambers we have a lot of email contacts with our newsletter. We could do a unique newsletter to create awareness. And with goal 4, is it possible to do interviews with businesses that are uniquely not with the outdoor industries, that could explain how they benefit from tourism?

Scott - Yeah, those are great comments and ideas.

Katie - I also have some thoughts, with the resident sentiment survey, if we can input a couple questions into our stakeholders engagement process in the next couple of months that we are undertaking now with the parks and rec master plan update that can get you a feeling from a broad grouping of individuals. Let me know what those questions would be and I can add them in. And the piece about volunteerism, the Community Foundation used to have a volunteer portal and I'm wondering if they could handle the load for you on that and free you up to work on the other stuff.

Scott - Yeah, that's a great idea as well.

Any other questions or comments on that project?

Travis - I think the video component is a great way to help with Dave's salary and offset that expense. I really like that idea. It's a great deal for the business owners. Do you think there is an opportunity to do a co-op for social media to offset those costs as well. Just an idea of more ways to bring in revenue to supplement the marketing budget.

Scott - Colorado Tourism does a similar thing where we could do a social media co-op. The business creates the content, and we would promote it. They would put up \$500, and we would match that \$500 to promote. Also, paid advertising as well. A link to be featured in the newsletter. A third option is a featured email blast where they have exclusive content on that email.

Jaime: Are we planning on going in front of the County Commissioners and sharing the findings from these studies to help get the word out? Or any press releases?

Outwardly sharing the plan? To show that we really are trying to help our community.

Don: Following up with Jaime, I know Colorado Tourism Destination is also doing this, how do all of these projects all work together or do they?

Scott - At the state level, they are just that much slower. I went through their action items and showed what we have already done that is in alliance with that. I believe we can execute this much quicker as it's already what we have been doing. It aligns with what they are doing, but we can execute these quickly.

Don - And this can be shared to the board at the next work session to show what work is being done and help get the word out.

Jaime - Don should know that you're on the Pikes Peak Panel, and like you said they are delayed. And through OEDIT, they are another department, and they have just started this challenge. Sometimes the challenge with them is there are so many departments, they can not understand what the other department is doing.

5. Marketing Director Report

Scott - We are applying for this grant we have received in the past. I think now with the CTo their stewardship campaigns, all of the grants will be aligned with those action plans. The Destination Stewardship Plan will be the sweet spot. I tailor the projects to align with what they are looking for in the grants. I'm open to ideas. One of their big things with this grant is collaboration for a successful campaign. This is a super competitive grant so we are really looking for the right collaboration.

Katie - This may not be related to the grant, but the Poncha Visitor's Center is an important asset that is being underutilized.

Lodging Tax +3%

VISITOR GUIDES 12,000 new visitor guides printed

11/13/23 9,184 visitor guides mailed YTD 2,762 visitor guides remaining

PROJECTS: Chaffee County Destination Stewardship Plan CTO Tourism Management Grant • Stakeholders Web Pages • Online Coupons • Stakeholder Survey • Rec Adopters • BV Single Track Coalition • Salida Mountain Trails

WEBSITE TRAFFIC 126,000 YTD 2023 136,000 YTD 2024 +8%

EMAIL CAMPAIGN Active Email Contacts 100K 2.4M Emails sent 38% Open rate 4% Click-to-open rate

SOCIAL MEDIA LAST 28 DAYS 2023 YTD SPEND: \$0 2024 YTD SPEND: \$0

FACEBOOK Followers: 125.2K 271.8K Impressions -.05% Links clicked 427 +44.7 Video Minutes Viewed 17.4K +16.3% 77 Posts 25 Stories

INSTAGRAM Followers: 38.8K 14.2K Reach +50% Links Clicked 22 +4.8%

NEW Stakeholder Opportunities

Featured Email to Database \$5,000 Capture an already engaged audience. True fans of Chaffee receive a monthly email with captivating articles and upcoming events, and you can target your own message by month and season. Or receive 100% exposure in our custom email program, which deploys to our in- and out-of-state audiences bi-monthly.

EMAIL ADVERTISING Each month there will be 6 advertising spaces available in each email: **\$500**

Social Media COOP Post \$200-\$500 Once a week there will be an opportunity for an industry partner to participate in the program. The CTO will promote the industry partner content through the NowThisIsColorado Facebook page for a maximum duration of 3 days.

EXISTING Video COOP \$500 Free Website Listing Free Events Calendar Access To CCVB Photo & Video Library Vacation Giveaway Donations

Don - So looking at the numbers, our social media engagement it up but we haven't spent any money?

Scott - Well we are comparing a 2 months where we haven't spent any money, so there are organic link clicks and traffic. Like if the content is more appealing or July is a busier travel time here so people are checking out our feeds. We are not comparing a month with a big spend, because then the traffic created is directly correlated to that spend and how much we spend.

Jaime - Do we have the Visitor's Guide available electronically?

Scott - Yes, you can embed it on your website. I'll send you the link. Also, back to social media, the webcams draw a lot of traffic as well when I let the feeds go live. It's just getting the idea of getting this destination in front of people and let them search for ideas on their own.

6. Board Member Updates (limited to 15 minutes per member)

Jaime - We are in the perfect storm for us right now with our center and it's time to report federally, the state is putting out their 2025 budgeting and grants are coming out. So a lot of our budgeting is happening now. We have secured the 2025 Power of We. I'm also working on our fall workshops.

Travis - River Runners has had a slow start to the season, especially May and the high water scared some people away. In our last 10 days, our bookings have been up. Whitewater has been amazing. We sold out the Motet, which is over 300 tickets. We are getting busy.

Liz - The Chamber officially reopened the welcome center this week. We have volunteers lined up for the next few weeks. It's taking pressure off me and giving the community what it's been demanding. We had an ig post that went semi viral and it was about fire safety. Putting your campfires dead out, I think it's a really emotional topic for a lot of people. So we will be promoting that at the chamber.

Katie - Poncha Springs has their 4th annual 4th of July festival. We are looking for volunteers and for parade entries.

Clay - Not too much to report, we have had a slower June but we are taking lots of reservations and lots of interest. We have moved our BV jeeps location to one central location in Johnson Village. Lots of stuff lined up for July.

Don - I believe there are 3 vacant spots on the CCVB so if you know of anyone that would be good for these positions, keep them in mind.

7. Meeting Adjourned 4:04pm