



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

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MEETING MINUTES

Chaffee County Visitors Bureau Board Meeting

3:00 PM July 30th, 2024 held **virtually**

Attending:

Virtual - Travis Hotchard, Scott Peterson, Jaime Billesbach, Katie Davis, Lori Roberts, Sarah Briam

Guests:

Don Reimer, PT Woods

1. **Call to Order 3:02pm**
2. **Public Comment Period – limited to 3 minutes per person**
None
3. **Approval of Meeting Minutes June 25th, 2024**

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

Scott - We are needing to fill some seats to make this a full board. Jaime has come up with a list of names, we all need to be doing that.

Travis - What are the requirements? I know we need a person from lodging to be represented. And it would seem if that is where most of the funding is coming from that would be important.

Katie - Where is the announcement under the county website?

Don - The Visitor's Bureau has its own tab. I'll find the notice and share it in the link

Scott - Typically in the past we have invited potential board members to join a meeting and see what it's all about.

Travis - Seems like we have a pretty light agenda here today.

Scott - I would have added this to the agenda but I just got notice that the budget is due. Basically the same budget from last year. I pulled some from offline b=marketing because I don't think we are going to do the vacation guide. Moved some things around, adding to online marketing.

Travis - The budget is up a little, did we collect more funds?

Scott - We are up a little less than 2% but we are looking at a strong August.

Travis - But we are not taking any money from the reserves?

SCott - Correct

Don - Scott if you want to add a few more columns with a year to date and a year to date projected that would be great.

Scott - That year to date is with my marketing report.

Don - Budget hearings are set for August 26th and 27th so we will know a little more next month.

Katie - Do you do an expenses budget first regardless of income or do you wait to see the income to understand the expenses?

Scott - We have always just spent what we brought in unless there is a special project.

Katie - Is that how the county operates too?

Don - No, it's more what do you need to function and then budget from there and that helps to build a healthy reserve or that rainy day fund.

Katie - So it's not a spend it or you lose it mentality. So if there is extra we could put it into the reserve fund?

Don - Yep.

Jaime - So Scott you'll put him in the form the county needs and then we move forward. Because we can't approve it until the commissioners do?

Don - Executive director Scott will propose a budget with recommended budget spending plans, then the board has their input. If the board is ok with what is being proposed, then Scott's proposal moves forward to the County Commissioner. S

Travis - So in 2024, we didn't do any visitor's guide, we just fulfilled the ones we had, right?

Scott - Correct, we are down to the last of our copies.

PT - Scott, do you have any metrics that tie online marketing spending to visitors or spending to the effect.

Scott - We aren't truly spending anything so the lodging tax is what we have to look at.

PT - On your website, you can sign up for lodging, can you track you click the link afterwards?

Scott - it's a different system for booking lodging. Its a plugin for a different website. They used to have better analytics.

PT - You don't get basic analytics to check what info has been punched in?

Scott - That is a company called book direct, I can follow up with them to see what is coming up.

Lori - I remember the contract with the previous company that fell short. But I know with geo fencing you can track the peak hours and from where they came and that has value as well.

Travis - Do we need to vote on the budget?

Scott - Yes, but it wasn't on the agenda, so I will put it on the agenda for August as a ratification of the budget.

4. Marketing Director Report

Scott - Between last week and this week I got the info for updating the contract with Rove, which is basically this company with the data consortium. I'm going to suggest we don't renew this contract. I'm just not confident in the data and I'm not getting as much out of this as I would like to.

Don - Thank you, I was looking at that and was having a meeting with a company called Placer.ai and their data is more expensive than this but much more useful than this. I'll share that with you and I will share it with EDC to see if there is an opportunity to get a little more efficiency as possible

Scott - Unless anyone objects, I'm not going to renew this contract.

Katie - And I think it's an opportunity for the county on a larger scale to see what data we are really wanting and a connection amongst all the outlets, what is it we are looking for.

Scott - The videos turned out great, I've included some links here and some partnership pages as well. Take a look, these are for the grant as well with the CTO.

Website traffic is up. I haven't been spending too much on social media, just the organic stuff because we have great content. We are promoting the recreate responsibly.

I pulled data out of the back end of FB and we have one of the largest fb pages out there and is continuing to grow. We are continuing to grow, and that is with out spending money.

And the tax report, we are up about 2% and August is looking strong.

Does anyone have any questions?

Travis - When will you start spending in August?

Scott - It just depends, we usually keep the summer momentum through August and we wait a little but until the beginning of September.

Jaime - Scott can you provide some more parameters for the video links that we share?

Scott - Basically what I want them to do is go to the partnership page. There is a link at the bottom of every page that is a link and businesses can submit events and links.

We will keep creating assets here. With the video library what I want people to do is fill out the form, then I will have an email I send to them that will have the link and the password to the video library. I want to know who is using this content because it is valuable.

Jaime - Thank you, those are great resources. Once you have CTO approval, we will share and say go to this link the CCVB created and use these resources.

Travis - Any more questions for Scott?

Don - Yeah, I have a question about events. The Chaffee County fair wasn't promoted and I'm curious why that was

Scott - Yeah, I was traveling last week with family and had programmed social media and I forgot about the fair. And that's what this stakeholder access is about, you can update the links with your events and help yourself. Mickey did reach out to me about 2 days into the fair, and she could have reached out before and I would have helped with social media and advertising. But I take full responsibility.

Don - And I'm not trying to place blame, but I'm wondering if there are other small events or businesses and I'm wondering if there is a way to make sure these businesses know this is an opportunity. Any thoughts on that Scott?

Scott - I follow every business and if they are a tourist based business they get a free listing. And that's what this stakeholder page is about. They have the tools and if they have an event they can list their events.

Jaime - I'm not sure what the tourist based criteria is, but as a small business that is depending on tourism how are they all not tourist based? Can you lend a definition of that?

Scott - to be eligible to participate the entity must be a tourist based business located in Chaffee County where your main customer base is tourists.

Don - As the board knows, every three years we put out a RFT for Scott's position, that was last done in 2021, last year we were trying to see how the lodging tax budget changed so we extended Scott's position for a year. Scott is welcome and invited to apply and I hope he does. If you have any questions, I will be sharing the language of the RFT and the scope with the board.

Katie - Can I just clarify, what role does the board have in decision making?

Don - If the county has a lodging tax there needs to be a board, and that board is responsible for approving the director. It doesn't really define what process that is, historically we have done it through the county that is shared with the visitor board. But I don't know if there is any specific process laid out in the statutes.

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

Sarah - Fishing has been great, it's hot though. Downtown tourist traffic is good.

Jaime - We have been working on budget for year end closing and projection. Also working on workshops for the fall. We are really trying to help businesses not just start but to scale and grow. We are really upping our game with in person events post covid. We are also looking to do WE events for women owned businesses.

Lori - We have been incredibly busy at the chamber with visitors and we have been working diligently with moving our website forward. We are also looking at obtaining a grant for funding. Working on different campaigns to shop local as well as to network amongst your own community for whatever your needs may be, a plumber, a cake baker, etc...

Travis - River Runners is down about 10%, we have been down a little every year since 2021. We will be running through labor day. The voluntary flow management will happen though the 15th of august, overall i think the industry is a bit down. The grill will be open through the 18th

Katie - Poncha Springs is struggling with the roundabout. The businesses are struggling with the construction.

5. Meeting Adjourned 4:18pm



Marketing Directors Report
July 30, 2024

Lodging Tax +2%

VISITOR GUIDES

12,000 new visitor guides printed 11/13/23
10,569 visitor guides mailed YTD
1,431 visitor guides remaining

PROJECTS:

CTO Tourism Management Grant
Awaiting Approval From The Colorado Tourism Office
Rec Adopters
[long](#)
[short](#)

GARNA

<https://www.dropbox.com/scl/fo/du7y0bpc5d6cax7nxtued/Alc7ocnqnN4k0DRVSdX2H5w?rlkey=8erx85u70i23pfsda2kkmexzz&st=il4skn56&dl=0>

[Adventure By Nature Pledge Video](#)
[Campfire Video](#)

PARTNERSHIP PAGES

<https://www.colorfulcolorado.com/partnership/>

COUPON PAGES

<https://www.colorfulcolorado.com/submit-deal/>
Pledge Confirmation Page Sample Listing Of Coupons
<https://www.colorfulcolorado.com/adventure-by-nature-pledge-confirmation/>

- Stakeholder Survey - October
- BV Single Track Coalition
- Salida Mountain Trails

WEBSITE TRAFFIC

153,627 YTD 2023
161,000 YTD 2024 +5%

EMAIL CAMPAIGN

100.4k Active Email Contacts
1,439,807 Emails sent
30.03% Open rate
4.42% Click-to-open rate

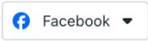
SOCIAL MEDIA

LAST 28 DAYS

2023 MONTHLY SPEND: \$0

2024 MONTHLY SPEND: \$0

Benchmarking



Business comparison

Businesses to watch

Compare your performance against businesses in the Transportation & Accomodation Services category

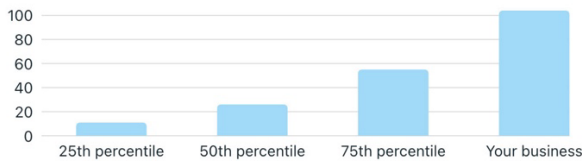
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content ⓘ

104

Higher than others

How often your business published versus others in this category



Facebook followers ⓘ

125.4K

Higher than others

Typically: 14.5K

Follows ⓘ

191

Similar to others

Typically: 129

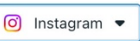
Content interactions ⓘ

4.3K

Higher than others

Typically: 1.4K

Benchmarking



Business comparison

Businesses to watch

Compare your performance against businesses in the Local Events category

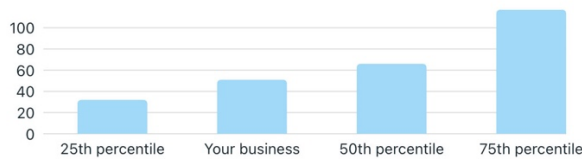
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content ⓘ

51

Similar to others

How often your business published versus others in this category



Instagram followers ⓘ

39.2K

Higher than others

Typically: 4.1K

Follows ⓘ

476

Higher than others

Typically: 125

Content interactions ⓘ

2.2K

Similar to others

Typically: 1.4K

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](#)
[Snow Shoeing Cross Country Skiing](#)
[Soak in the Hot Springs](#)
[Winter Fly Fishing](#)
[Winter Snowmobiling](#)
[Winter Dog Sledding](#)
[Historic Towns and Libations Loop](#)
[A World of Winter Wonder](#)
[Escape the Ordinary](#)
[Winter Wonder Beyond the Slopes \(Long\)](#)
[Cool Jobs Stephanie Perko \(Oveja Negra\)](#)
[Made Local Oveja Negra](#)
[Inspired Adventure](#)
[Life is Better Outdoors](#)
[Winter Beyond the Slopes](#)
[Inspired Adventure Winter](#)
[Rock Hounding & Gold Panning](#)
[White Water Rafting](#)
[Make yourself at home](#)
[Backcountry skiing](#)
[Experience Springtime Adventure](#)
[Springtime Artists Salida](#)
[Springtime Adventure in a Day](#)
[Embrace the Thrill of Winter](#)
[Salida's Timeless Allure](#)
[Springtime Charm Salida and BV](#)
[Adventure and Tranquility](#)
[Libations Loop Springtime Experience](#)
[Discover Nature's Wonders](#)
[Adventure at Every Turn](#)
[Unforgettable Adventure](#)

[Family Playground](#)
[Head to the Mountains](#)
[Rock Climbing and Hot Springs](#)
[Buena Vista in the Springtime](#)
[Salida Water Park and Surf Wave](#)
[Salida Springtime](#)
[Buena Vistas Outdoor Pardise](#)
[Arkansas River of Buena vista and Salida](#)
[Waterpark and Trails from Town](#)
[Salida Fishing, Art and Hot Springs](#)
[Paddleboarding short Reel](#)
[Apache Drive in Theater short Reel](#)
[Fly Fishing on the Arkansas River](#)
[The Arkansas River A Fly Fishing Paradise](#)
[Buena Vista Colorado's Playground](#)
[Dining Town Tour and River Walk](#)
[Adventure and Relaxation](#)
[Adventure by Nature Pledge Short Reel 1](#)
[Adventure by Nature Pledge Short Reel 2](#)
[Paddlefest 2024 Promo](#)
[Dining and Town Tour](#)
[Adventure Parks](#)
[FIBArk Set Up Day](#)
[FIBArk Day 1](#)
[FIBArk Day 2](#)
[FIBArk 2024 Parade](#)
[FIBArk Day 3](#)
[Live Music Scene BV Salida](#)
[What is Summer?](#)
[Chaffee Rec Adopters Long Version](#)
[Chaffee Rec Adopters Short version](#)
[Ultimate Summer Adventure Salida](#)
[Escape to Buena Vista](#)
[Camp Fires 2024](#)
[Salida Creative Arts District Siri](#)
[Fishing in Buena Vista Siri](#)