



MEETING MINUTES

Chaffee County Visitors Bureau Board Meeting

3:00 PM December 10, 2024 held virtually

Attending:

Virtual - Scott Peterson, Sarah Briam, Jillian Chernofsky, Travis Hotchard, Liz Morgan, Joni Baker, Jamie Billesbach, Terry Deveney, Katie Davis

Guests:

Don Reimer, PT Woods

1. Call to Order 3:04pm

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

None

3. Approval of Meeting Minutes October 22nd, 2024, November 12, 2024 -

Travis makes a motion to approve, Liz Seconds. All in favor, none opposed.

4. Approval of the 2025 Chaffee County Visitors Bureau Meeting dates

January 28th, February 25th, March 25th, April 22nd, May 27th, June 24th, July 22nd, August 26th, September 23, October 28, November 18th, December 17th

Liz - If we could move the January date a week earlier that would be great with a grant application I need to have in by that time.

Travis motions to move approve the schedule with an amended January meet date of January 21st, Jamie seconds. All in favor, none opposed.

5. Colorado Tourism Office Tourism Paid Media Cooperative: \$20,000

Travis makes a motion to a[prove the grant application, Liz seconds. All in favor, none opposed.

6. Video Production Specialist Contract Recommendation: 50 West Productions - \$78,000

RFPs:

<https://drive.google.com/drive/folders/1ZFL3Mew4kqZNYlCuPnS2StVNHZaTzBFh?usp=sharing>

Scott - I would like to recommend Dave Curtis with 50 West

Katie - Does he have any other contracts in the county?

Scott - Yes he does but I don't know who with

Travis - I know he has worked with River Runners and other rafting companies, and does other projects locally

Katie - The other side of that question is if the lines of contracts get blurry if he is making content for similar companies or needs.

Scott - I also wanted to show this project that we are working on. It is the Locals Video Series Outline. This video series will spotlight influential women in Chaffee County across various sectors, showcasing their significant contributions to the community. Through their personal stories, viewers will gain insight into the importance of tourism, environmentalism, and responsible recreation. These narratives will provide a compelling case for why people should visit, engage with, and protect the natural beauty of Chaffee County. We would work with the radio stations and create podcasts as well. These videos could be entered into film fests as well as being cut down for social media. They can be embedded into websites and be used quite a bit. We have been doing this for a long time so we have a lot of cover videos and we can produce this quickly. This all can be used for anyone, and we have the B roll to get any sort of theme video produced quickly giving longevity to these videos.

Travis - So what is our timeframe for approving Dave, is this something we could do at the January meeting?

Scott - The goal was to have this settled at this meeting so that it could go to the commissioners' meeting on December 17th and there wouldn't be a gap in his contract.

Travis - I like Dave, I think he does a great job. I don't have any objections to renewing his contract. What does everyone else think?

Jamie - I'm confused between the two ideas, is a vote to renew Dave's contract the same as voting for this women's film segment?

Scott - No but this is out for bid and this is an example of a project we want to launch right away.

Jamie - I think Dave having shot all of this, he has a breadth of knowledge of all of the videos he has taken.

Katie - That is my point to be mindful about, he knows that content because he has shot it, but we need to make room for new people and new experiences and they can come in and still work with us.

Jamie - That is a good point that maybe there needs to be a mentorship with CMC and teaching people how to do this work.

Scott - Dave has been taking on interns with the high school and teaching what he does. He takes on interns and gets some sort of compensation from the state. Also, with the other candidates that applied Dave was the only local.

Katie - Is there a county stipulation to look for local first with jobs?

Don - Not specifically, since this contract is over 25k it has to go through RFP so it is quality and experience based.

Travis - I feel I would be ready to put this to a vote now.

Jillian makes a motion to approve recommendation for 50 West to the county commissioners, Jamie seconds. All in favor, none opposed.

7. Renew - WebCam Streaming Specialist Absolute Computer Design - \$10,000

Scott - The most popular page on our webpage without doubt in our live feed from the webcams. We have 19 active cameras in the county now. We do pay for internet access at some places, the cameras themselves are the property of Absolute Computer Design and they maintain the cameras. The Visitor's Bureau leases the feed. I've negotiated down to \$10k for the year. I think this is a unique thing we do and it is a great way to get exposure. I've been wanting to get more exposure with the news stations in the state and get them to use the feed as well.

Jamie - How much was it last year?

Scott - \$14,999

Travis - So we are just missing the Scout wave camera now?

Scott - Yeah, that is the one we are missing. I would love to get one looking down F Street.

Travis - I do think there is a lot of value in these cameras. I know I check the cameras a lot.

Liz makes a motion to approve the renewal of the webcam streaming, Terry seconds. All in favor, none opposed.

8. Miles Partnership Colorado Tourism Office Advertising 2025 - \$72,600

Scott - We discussed this a few months ago but our budget for 2025 was not approved yet. This is a project we have been doing for several years. This leverages the budget and money that the CTO uses and this is truly our out of state advertising.

This is sold by impressions, and there are campaigns as well for native and display.

These would be targeting pre-summer and after summer. This campaign has been very successful in the past.

Travis - This has already been approved in the budget, is that correct?

Scott - Yes, this is already accounted for in the budget we have approved for online marketing.

Jamie - When you report outcomes on your marketing reports is that from this?

Scott - Yes, it is a part of it. This program is with Miles Contractor. They are who advertise for the CTO and they leverage our money to drive people to the CTO site.

Travis - Most of the money we spend is directly in state, so I think this does allow for us to cast a larger net and is a beneficial option.

Travis makes a motion to approve a recommendation of the Miles Partnership with the Commissioners, Liz Seconds. All in favor, none opposed.

9. CCVB board members 3 Year Term Update

Scott - In January we will vote on positions like Chair, Co-Chair, and Secretary. So I wanted to update everyone as to where we are with members and positions.

Jamie - I will continue my term through 2025

Sarah - I won't be renewing my board position this January and I hold the position of secretary.

Scott - Any updates for my position?

Don - Finalizing the RFP, we will get that out asap.

10. Marketing Director Report

Scott - We will see if the December numbers come in but this year is \$66million in lodging revenue so a significant impact to our economy here.

I cull our contact list once a year, at least. I archive people who have not opened an email in over a year and we are at about average. So our budget was about \$200k less than last year, so dealing with that our numbers are looking pretty good.

We just keep growing our FB audience. Quality content is what we are investing in. Engaging with the people that want to engage with the valley and community.

Liz - Do you ever talk about making a viral video?

Scott - Yeah, we do try to keep up with the trends but it takes a lot of time with the more documentary style we do. But we are always open to ideas. If you can think of it we will produce it.

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

Sarah Briam - December always feels a little slow and nerve wrecking. We are patiently awaiting the Christmas shopping. We are posting a lot on social media, fishing conditions have been great.

Jillian Chernofsky- Everything is good at the Challets. A couple of last minute bookings because of the \$39 lift tickets Monarch is running. Bookings are looking doog.

Travis Hotchard - We haven't gotten final numbers for the year but we are expecting it to be down. Snowpack is looking great though.

Liz Morgan- I'm coming up on a year at the Chamber. Some celebrations are that it looks like the town of BV is going to give us some funding. We are bringing on some great new board members. We have some great candidates we are interviewing right now.

Joni Baker- Things are good at the Woodland. We see our regulars. There is an upcoming event at the Steamplant with a comedian and a balloon drop for New Year's Eve. The City is looking at doing some sort of street closure and 'heart' drop.

Jamie Billesbach- I'm excited that starting next week we are starting our first offender training, teaching entrepreneurial lessons. How to create a business plan and so forth. And part two of that is we will open our online courses to offenders via zoom. We are not hosting the power of WE next year. We are hosting an 8 month course of We Gather. We have gotten \$10k in sponsorships so far. It is proving to be a good series to obtain sponsorships for. We are working on year end impact, and one number I want to share is we have trained 1720 people this year and our satisfaction rate is 98%

Terry Deveney- I'm finishing the year pretty strong, and I know I keep hearing that sales tax seems flat and down but my numbers are looking good. October was record breaking and December and January are pacing well. We are seeing a lot of last minute bookings. Haven't really had to drop numbers to get reservations.

Katie Davis - Short and sweet for Poncha Springs. I have a survey link to share with you all, I will email it out and if you will send it out to your circle. 50 and 285 interse tion is down, which will hopefully help those businesses with ski traffic coming through

11. Meeting Adjourned 4:20 pm