



Meeting summary for Chaffee County Visitors Bureau Jan 21, 2025at 3:00pm held virtually

Attending:

Virtual - Jillian Chernofsky, Chris Haggerty, Lori Roberts, Scott Peterson, Liz Morgan, Terry Deveney, Jamie Billesbach, Travis Hotchard, Dylan Jewell, Katie Davis, Don Reimer, Michael De Runtz

Agenda

1. Call to Order
2. Public Comment Period – limited to 3 minutes per person
3. Election of Officers: Chair, Co-Chair, Secretary
4. Letter Of Support Colorado Tourism Office Tourism Management Grant: Liz Morgan Director of the Buena Vista Chamber Of Commerce
5. Recommend Michael De Runtz Rocky Mountain Clubhouse Mini Golf Salida to the CCVB Board Of Directors
6. Approval of December 12, 2024 Board Meeting Minutes
7. Approval of CCVB By Laws
8. Marketing Director Report
9. Board Member Reports – up to 15 minutes Questions and comments about board reports
10. Meeting Adjourned

1. Call to Order 3:02pm

2. Public Comment Period – limited to 3 minutes per person None

3. Election of officers: Chair, Co-Chair, Secretary- The main agenda

item was the election of officers, with Travis continuing as chair and Jamie as co-chair. Jillian was nominated and elected as the new secretary with the help of AI Zoom Notetaker, with Travis and Jamie retaining their current positions. The conversation ended with a vote of approval for the new secretary role.

4. Letter of Support Colorado Tourism Office Tourism management Grant: Liz Morgan Director of Buena Vista Chamber of Commerce

In the meeting, Liz Morgan, Director of the Buena Vista Chamber of Commerce, discussed the potential for a strategic planning grant for eco-friendly events from the Colorado Tourism Office. She explained that the grant would involve analyzing waste streams, purchasing eco-friendly products, and creating training materials for vendors and participants. The goal is to make Buena Vista known for sustainable tourism and create replicable tools for other event producers and possibly collaborate with Garna. The town of Buena Vista has agreed to match up to \$7,500 for this project. The board agreed to write a letter of support for Liz's grant application.

5. Recommend Michael De Runtz with Rocky Mountain Clubhouse Mini Golf Salida & Chris Haggerty General Manager of Monarch Mountain to the CCVB Board Of Directors-In the meeting, Michael and Chris expressed their interest in joining the CCVB. Michael, a new business owner in Chaffee County, shared his experience with the local economy and tourism, highlighting the importance of investing in the growth and success of the area. Chris, the new general manager of Monarch Mountain, also expressed his interest in the board, citing his 25 years of experience in hospitality and tourism. The board members discussed the requirements for joining the board, with Liz asking if members needed to be full-time residents. Scott clarified that members only needed to be working within the tourism industry in Chaffee County. The board also discussed the balance between Salida and Buena Vista, with Dylan noting the different economies of the two towns. Travis made a motion to recommend Michael for a seat on the board. Katie seconded it. Chris needs to submit a letter and the board could vote via email to expedite his appointment prior to the February 4th County Commissioners meeting.

6. Approval of December 12, 2024 Board Meeting Minutes-December 2023 meeting minutes were attached. Will approve 12/10/24 meeting minutes at next meeting in February.

7. Approval of CCVB By Laws- The board discussed the possibility of having in-person meetings, with a suggestion to have two a year. The idea of having a hybrid meeting in Poncha Springs was also brought up. The team also discussed the need for a shared Google drive for bylaws and meeting minutes. Lastly, the team discussed the marketing director's report and the need for a formal contract with the county. The team agreed to move forward with the RFP and to get the new county commissioners up to speed.

8. Marketing Director Report

Scott discussed the Visitors Bureau's financial situation, noting a 10% increase in lodging tax and a drop in website traffic. He outlined plans for a programmatic advertising campaign with Miles Partnership, aiming to target out-of-state visitors. Scott also mentioned a partnership with the Colorado Tourism Office for a music tourism campaign and a 100 hour mentorship program. He expressed interest in cross-promotion opportunities within Chaffee County and the Chambers. Liz suggested a deeper conversation about cross-promotions between the Chambers and the CCVB. Scott also mentioned past successful initiatives, such as responsible recreation campaigns and the distribution of bandanas during the pandemic.

9. Board Member Reports

Dylan- reported that the hotel was busy and preparing for summer

Lori-shared updates that the Chamber is looking to hire a Marketing & Membership manager and she is planning for the upcoming community awards.

Jillian-business is good at the chalets this winter and it is looking busy for summer

Jaime-Shared news about upcoming Power of WE events and the launch of a women entrepreneur accelerator program

Terry-Property's are busy and plans for hiring this spring and summer

Liz talked about the new website and membership platform, and the upcoming board elections

Travis shared updates on the restaurant's progress, it is projected to be finished by Memorial Day. He also mentioned the rafting industry's overall decline

Don from the county informed us about the new building being completed, new commissioner liaison and the closure of the Ruby Mountain campground due to slope instability.

Next Steps:

- Chris to submit a letter of interest for joining the CCVB Board.**
- Travis send Scott a link to the AHRA rafting report from last year**

10. Meeting adjourned 4:16pm

