

AGENDA
Chaffee County Visitors Bureau Board Meeting
3:00PM February 25, 2025

Location:

Commissioner meeting room
County Administrative Offices
104 Crestone Avenue Salida, Colorado 81201

In attendance: Scott Peterson, Chris Haggerty, Lori Roberts, Dylan Jewell (Virtual) Frank Spontelli (virtual), Joni Baker, Dave Armstrong, Kerry Howell, Dave Curtis, Gina L, Jillian Chernofsky, Acaiazza (virtual), Deborah Cameron

1. Call to Order 3:03 PM

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

- a. Kerry Howell with the Sundry in Salida shared the renovation improvements of creating a state of the art movie theater, rooftop bar & restaurant, and a music venue space. Aiming for an opening in 2026.

3. Approval of Meeting Minutes: December 10, 2024, January 21, 2025

- a. Jillian made a motion to approve the minutes. Joni seconded the motion.

4. Introduction: Deborah Cameron - Executive Director Chaffee County Economic Development Corporation

- a. Deborah shared that her life-long dream was to move to Salida and help with the economic development of the community. She is in the absorption phase of understanding the businesses and community needs and is looking forward to serving this growing community.

5. Overview: CCVB Video Production Campaign - David Curtis 50 West Productions

- a. David Curtis has 29 years of experience in video production and has invested his time and energy into serving the community through internships, helping businesses, and his love of storytelling. His expertise in the local area and creating video content has created a valuable toolkit of videos for the community to utilize. He appreciates the support of CCVB.

6. Overview: Music Tourism Strategic Planning Meeting 2/12/2025

- a. Scott gave an overview of the development of a 3-year strategic plan to promote live music in the county. The plan involves interviewing stakeholders and conducting surveys to identify challenges and opportunities in the music ecosystem. The goal is to make Chaffee County a music destination. The plan is due in May, with more interviews and stakeholder feedback expected.

7. Winter Outdoor Recreation Diversity Photo & Video Shoot - \$21,000

- a. The team discussed the cost and feasibility of the project, with some members expressing concerns about the expense and rushed timeline. No motion was made to support this project.

8. Marketing Director Report

- a. Scott Peterson shared information on the budget, grants and mentorship program with the Music Tourism campaign. Scott shared he would like to have a contract in place before he spends any future funds on digital campaigns.

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

- a. Joni- Joni is excited about the community awards this week
- b. Travis- River Runners and the rafting industry is down as a whole. They just had a good winter sale. The restaurant is expected to be completed by Memorial Day.
- c. Jillian- Chalets are busier than winter of 2024 and feeling hopeful about summer.
- d. Chirs- Chris shared that the spring break travel patterns are looking busy for three full weeks of March. The visitors seem to be spread out throughout the month and overall visitors are up for Monarch this season.
- e. Lori- The chamber hired a new manager that is doing an excellent job. Lori is excited about the community awards and comedy night at Tres Litros.
- f. Dylan- The Best Western has been making lots of improvements, updated the phone system, and currently painting 11 units. Bookings are looking strong and they are expecting a busy summer.

10. Meeting Adjourned 4:45pm