

AGENDA
Chaffee County Visitors Bureau Board Meeting
3:00PM March 11, 2025

Location:

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

In Person Attendance: Scott Peterson, Jillian Chernofsky, Travis Hochard, Liz Morgan, Don Reimer, Dave Armstrong , Sarah Law, Mike Runtz, Gina Lucrezi, Christy Doon. .

Virtual Attendance: Dylan Jewell, Kate Falconer, Katie Davis , Chris Haggerty, Brent Jewell, Joni Baker.

Call to Order 3:00 pm

3. **Public Comment Period** – limited to 3 minutes per person
 - a. Brent Jewell from Best Western BV expressed his support for Scott and the CCVB, urging for more funding and a signed contract for Scott asap.
4. **Approval of Meeting Minutes:** February 15, 2025-
 - a. Jillian made a motion to approve the 2/15/25 meeting minutes. Travis seconded the motion.
5. **Approval Request: Increase 2025 CCVB budget by \$100,000 from reserves – Scott Peterson**
 - a. Don Reimer proposes a potential increase (\$100,000) in the Visitors' Bureau budget for a specific, innovative marketing program to drive visitation to municipalities and managed areas rather than backcountry locations. This proposal aims to mitigate concerns about reduced federal land management personnel and potential economic challenges. The Visitors' Bureau is asked to develop a plan to attract new types of visitors who will contribute to the local economy without impacting sensitive backcountry areas. The proposal emphasizes the need for a novel approach, not simply expanding existing marketing efforts.
 - b. Scott presents a digital marketing campaign to boost tourism in the area, focusing on promoting outdoor activities like shopping, mountain biking, and rafting. He proposes spending \$100,000 on targeted online advertising, which he claims can generate significant impressions and clicks at a cost-effective rate. The group discusses the merits of this approach versus other strategies, such as supporting local chambers of commerce and welcome centers. Some members express concerns about the effectiveness of online advertising and the need for more immediate, tangible results to address the current economic situation.
 - c. The group discusses strategies to address the current challenges in tourism and public land management. They are considering developing a

unified message about responsible recreation and supporting local businesses, particularly the rafting industry, which has seen declining numbers. The discussion includes ideas for better utilizing existing marketing tools, increasing online advertising, and improving collaboration between chambers of commerce and visitor centers. They also touch on the need for measurable outcomes from marketing campaigns and the challenges of interpreting sales tax data and data from Placer AI in the context of post-pandemic economic trends.

- d. Scott proposes a targeted online marketing approach (income, gender, geographic location, age, travel history) from April to mid-July to attract visitors for the upcoming summer season. The group discusses various ideas, including **bolstering online targeted digital marketing, focusing on responsible recreation, and creating educational resources for local businesses to utilize CCVB marketing tools.**

6. Presentation: Proposed campaigns through July 1, 2025 – Scott Peterson

- a. The campaigns will be used to bolster online targeted digital marketing with a focus on responsible recreation and creating educational content for local businesses to understand how to use the CCVB marketing toolkit and promote cohesive messaging across business entities.

7. Marketing Director's Contract – Don Reimer

- a. Don Reimer discusses the marketing director's contract, explaining that it has been extended month-to-month due to delays in issuing a new RFP. He plans to draft a short-term contract extension, likely for at least three to six months, while preparing for an RFP process this summer.

8. Marketing Director Report

- a. Scott skipped the report due to lengthy discussions regarding the increase and use of the funding, Placer AI, flat city sales tax, and future marketing efforts.

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

- a. Liz Morgan- Excited the BV Chamber board is in place.
- b. Travis- Working on getting the restaurant open at River Runners by Memorial Day.
- c. Jillian-Chalets are busy with spring break travelers and Creekside is excited to be a sponsor of the Ski Ballet on Freeway at Monarch on April 5th.
- d. Katie- Shared the ongoing conversations about the use of the Poncha Visitors Center and possible future Bustang hub.

10. Meeting Adjourned 4:52pm