

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

Location:
VIRTUAL

Virtual Attendance: Scott Peterson, Sara L, Chris Haggerty, Travis Hochard, Dave Armstrong, Liz Morgan, Joni Baker, Jamie Billesbach, Dylan Jewell, Terry Deveney, Don Reimer, Gina Lucrezj, Katie Davis, Jillian Chernofsky

1. **Call to Order** 3:02 pm
2. **Public Comment Period** – limited to 3 minutes per person
 - a. No public comment
3. **Approval of March 11, 2025 Board Meeting Minutes**
 - a. Jillian motioned to approve the meeting minutes. Travis 2nd.
4. **Destination Management Grant Report**
 - a. Scott proposed a campaign to promote tourism in Chaffee County by targeting affluent baby boomers, retirees, outdoor enthusiasts, and family travelers. The campaign will focus on responsible recreation, visiting downtown, and encouraging visitors to stay longer. Scott suggested a virtual stakeholder meeting to educate local businesses and a plug-and-play approach to sharing messaging. The goal is to unite the community by promoting the same video campaign and to encourage the use of the CCVB marketing toolbox.
5. **2025 Spring Campaign**
 - a. The team discussed the creation of a campaign to promote tourism in their sector, with a focus on making it fun, shareable, and compelling. They acknowledged the need for a more positive approach and the importance of involving businesses in the process. Scott is working on an online coupon page for visitors to access when they take the pledge. The team also discussed the potential of using business websites to promote tourism and the idea of creating a blog post that represents multiple companies. Travis would love to collaborate on a blog post and script highlighting the Arkansas Headwaters Recreation Areas being fully funded and open all summer. Additionally, they touched on the issue of funding for Porta Potties and pit toilets in the Pikes Peak National Forest, with a suggestion that GARNA could take over the management of these facilities. The team agreed to take a step back and reassess their approach to ensure they are addressing the needs of their sector effectively.
6. **Marketing Director Report**
 - a. Scott presented the marketing director's report, highlighting a 22% increase in lodging tax and a 30% decrease in website traffic. He also mentioned the recent success of the social media campaign, reaching over a million people in the last 28 days. Scott is working on several projects, including a spring social

media campaign, a responsible recreation campaign, and a Colorado sisters byway program between Colorado and Japan.

7. **Board Member Reports** – up to 15 minutes. Questions and comments about board reports
 - a. **Jaime**-Shares positive news about Rocky Mountain Clubhouse being featured in a state report. She also announces the upcoming workshops that will focus on the new modern business toolkit and how to use AI bots for small businesses.
 - b. **Katie**- Upcoming parks and recreation master plan community discussion on April 10th. Scott suggests highlighting Poncha Springs' unique offering of over 100 miles of legal electric mountain biking single track.
 - c. **Terry**- Reports a busy March after initial concerns about reservations.
 - d. **Liz**- update on BV Chamber activities focusing on the 4th of July parade and encourages locals and businesses to get involved. The Welcome Center aims to open in May.
 - e. **Travis**- reports improved bookings for River Runners and a positive outlook for the river season due to good snowpack levels despite the reports on the lower basin.
 - f. **Jillian**- Chalets are 90% booked for March, and happy Monarch extended the season.
 - g. **Dylan**- The hotel has had a busy two weeks in March. Happy about bookings around the announced festivals in the Meadows and is looking forward to a busy summer.
8. Meeting Adjourned 4:20pm