

AGENDA
Chaffee County Visitors Bureau Board Meeting
3:00PM Tuesday May 27, 2025

Location:
VIRTUAL

In Attendance: Scott Peterson, Jillian Chernofsky, Chris Haggerty, Lance Kittel, Adam Ducharme, Terry Deveney, Kate Falconer, Frank Spontelli, Salida Gunshop, Travis Hochard, Jamie Billesbach, Don Reimer, David Armstrong, Lance Hostetter

1. **Call to Order** 3:04pm
3. **Public Comment Period – limited to 3 minutes per person**
 - a. Adam presented a proposal for collaboration between Lake and Chaffee counties to cross-promote tourism and economic development opportunities, particularly during shoulder seasons. The proposal includes creating joint marketing materials, sharing video content, and developing itineraries highlighting both regions' attractions.
 - b. Jamie made a motion to collaborate with Lake County. Jillian seconded.
4. **Approval of April 22, 2025 Board Meeting Minutes**
 - a. Jillian makes a motion to approve Apr 22, 2025 minutes. Terry seconds.
5. **Memorandum of Understanding Between Chaffee County Visitors Bureau and Lake County Tourism Panel Adam Ducharme Tourism & Economic Development Director Lake County Government**
 - a. Adam reported his intentions to collaborate during public comment.
6. **Location intelligence platform – Datafy \$30,500**
 - a. Scott will shift \$28,000 from the social media budget to Google AdWords to help increase website traffic. For the data tracking, Don suggested taking the next few months to explore what data could be gathered and to consider questions that could drive the initiative better, potentially putting it out for an RFP. Travis shared that economic impact studies for the Arkansas River Outfitters Association and Salida Mountain trails could benefit from comprehensive user data. Adam noted that Placer AI, an economic development tool, differs from Datafy in its focus and accuracy for tourism-related activities. Scott mentioned that a \$28,000 investment should generate enough data within 8 weeks. Scott recommended Datafi over Placer, another platform, and suggested exploring whether to purchase it or hire an agency to manage it, while noting that the system could help prove the high-value nature of music tourists to the Colorado Tourism Office
7. **Music Tourism Strategic Plan and Toolkit**
 - a. Scott presented a comprehensive three-year plan to promote music tourism in Chaffee County, focusing on creating a unified music calendar, establishing a tourism coalition, and developing metrics to measure success. The plan includes initiatives such as expanding marketing efforts, organizing pilot events for fundraising, and collaborating with local businesses and artists to enhance the music scene. Scott aims to formalize a funding model and nonprofit alliance to sustain the project, with goals of increasing out-of-state attendance and showcasing Chaffee County as a world-class music destination.
8. **Marketing Director Report**

- a. Scott presented a marketing report highlighting a 41% year-over-year decline in lodging tax revenue, though he noted this was an anomaly due to some large operators not paying taxes. He discussed international tourism trends, noting decreases in transfer passengers and origin/destination travel, and shared that Colorado Tourism Office's marketing budget has decreased from 7th to 37th in the country over the past decade. Scott also detailed upcoming initiatives for 2026, including a \$3 million state celebration program featuring drone shows, community grants, and a digital passport program, with specific opportunities for local events to align with the 150th anniversary celebrations. Scott discussed upcoming events and collaborations, including a potential PBS travel show visit in August.
9. **Board Member Reports** – up to 15 minutes Questions and comments about board reports
 - a. Jamie reported on recent gatherings with funding, noting a concerning trend of no-shows, and highlighted an upcoming collaborative event with Chaffee County Public Health.
 - b. Terry shared insights on Memorial Day weekend bookings and pricing strategies for the summer.
 - c. Lance announced the departure of the office manager and outlined plans for strategic planning to address recent changes and honor Lori's contributions.
 - d. Travis provided an update on rafting conditions and new developments at the riverside grill.
10. **Meeting Adjourned** 5:06pm