

AGENDA
Chaffee County Visitors Bureau Board Meeting
3:00PM Tuesday June 24, 2025

Location:
VIRTUAL

In Attendance: Scott Peterson , Jillian Chernofsky , Joni Baker, Dylan Jewell, Travis Hochard, Terry Deveeney, Katie Davis, Jamie Billesbach , Lance Kittel, Josiah, Dave Armstrong

1. **Call to Order 3:02pm**
3. **Public Comment Period – limited to 3 minutes per person-**
 - a. No Comment.
4. **Approval of May 27, 2025 Board Meeting Minutes**
 - a. Jillian makes a motion to approve meeting minutes. Dylan seconds.
5. **Website Accessibility Audit - Agency Tourism Marketing Accessibility Audit & Implementation Proposal Overview This proposal outlines a comprehensive plan to audit and improve the accessibility of ColorfullColorado.com in alignment with WCAG 2.1 Level AA standards. Our goal is to ensure the website is perceivable, operable, understandable, and robust for all users, including those with disabilities. Accessibility audit, implementation, and report \$3,000.**
 - a. The board discussed website accessibility compliance, with Scott reporting their current score is 88 out of 100 and a \$3,000 audit would improve it to 100%. Jamie raised concerns about potential fines of \$3,500 per violation and shared that state entities must comply with accessibility requirements across all digital content, including social media. The board voted to move forward with the \$3,000 compliance audit, with Travis making the motion and Dylan seconding, to ensure they meet accessibility standards and avoid potential fines.
6. **Email Software proposals Emma \$17,904.00/YEAR, Constant Contact \$2,730.00/YEAR**
 - a. The team discussed switching from Emma to Constant Contact for email software, with Scott explaining they would save money on the nonprofit rate and maintain similar functionality. Katie raised concerns about data migration and segmentation capabilities, which Scott confirmed would be preserved. The group approved the switch, with Scott noting their Emma contract ends July 30th Travis makes a motion to approve the change to constant contact. Jamie seconded the motion.

7. Marketing Director Report-

- a. The board discussed a new state law allowing counties to increase the lodging tax to 6%, though it requires a local vote and the funds could be used flexibly. Scott raised concerns about this additional tax without clear benefits for the visitors bureau.
- b. Scott reported on marketing metrics, noting that \$13 million in tourism marketing spending was reduced, with website traffic expected to decline due to AI search engine usage. He shared that \$85,853 of the \$100,000 budget was spent on promoting responsible recreation, with remaining funds to be allocated. The campaign generated 3.4 million impressions and 18,313 clicks, while social media efforts resulted in 79,000 organic searches and 36,000 paid social views. Scott also discussed the installation of 5 new webcams for live streaming events, including a popular surf wave camera, and mentioned plans to add a webcam for the Christmas tree lighting at Tenderfoot Mountain.
- c. The group discussed applying for a \$40,000 state grant to enhance the Salida Art Walk in October, which would include drone shows, light installations, and immersive performances. Scott proposed coordinating with the city of Salida and creative district to extend the event into the evening, targeting art lovers and tourists during a slower tourism period. The group agreed to move forward with the grant process, with Travis making a motion to continue and Dylan seconding. Katie suggested checking with municipalities to avoid competing grant applications.
- d. Scott to spend the remaining \$14,000 on responsible recreation promotion during the summer.
- e. Scott to plan and ramp up marketing campaigns in August for fall and winter promotion.
- f. Scott to continue discussions on the data plan, including potential use of Datafy for visitor spending tracking.

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

- a. **Jamie**-Provided updates on accessibility requirements for social media content and reported on two successful events with Whole Health, including a morning session attended by 57 people, while noting challenges with the afternoon expo. She also announced upcoming events in August and September featuring notable speakers and a new grant for \$42,000 to provide no-cost finance and legal workshops for businesses.

- b. **Jillian**-Mentioned low occupancy at campsites this summer but high occupancy at cabins, hoping for last-minute bookings around the 4th of July.
- c. **Dylan**-Shared that the Best Western was down compared to last season but seeing more walk-ins and reported being busy with concert in the Meadows this weekend.
- d. **Lance**-Provided updates on the Salida Chamber of Commerce, including reduced public hours and ongoing staff transitions
- e. **Katie**-Discussed upcoming changes to Poncha Springs' comprehensive plan and recreational plan & the opening of a new business, Herxworks.
- f. **Terry**-Terry noted high occupancy rates with Pinon and a lot of last-minute reservations.
- g. **Travis**-Concluded with positive news about River Runners' business picking up and the opening of The Beach restaurant is scheduled for the first week of July.

9. **Meeting Adjourned 4:12pm**