

AGENDA
Chaffee County Visitors Bureau Board Meeting
3:00PM Tuesday August 26, 2025

Location:
VIRTUAL

In Attendance: Scott Peterson, Travis Hochard, Sarah Law, Dylan Jewell, Katie Davis ,
Lance Kittel, Jamie Billesbach , Jillian Chernofsky, Terry Deveney, Josiah Nierman, PT
Wood, Diesel Post, Dave Armstrong

1. Call to Order

- a. 3:01 pm

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

- a. No comment

3. Approval of July 29, 2025 Board Meeting Minutes

- a. Katie makes a motion to approve the minutes & Jillian seconds.

4. 2026 CCVB Budget:

- a. Travis makes a motion to approve the budget, and Jillian seconds
- b. The board approved the 2026 CCVB budget, which includes a \$15,000 increase and potential for an additional \$500,000 if a proposed 4% lodging tax increase passes in November. The board also approved pursuing a Colorado tourism marketing grant, with the data and attribution study to be funded by either the grant or alternative means if it doesn't materialize.
- c. Scott discussed his recent meeting with county commissioners regarding the lodging tax, expressing concerns about its increase and suggesting more funds should be allocated to marketing. Scott mentioned high ADR but lower occupancy rates.

5. ColorfulColorado.com: Email Growth & Recovery with CartStack – Budget TBD

- a. Scott presented a new email capture strategy using a cart abandonment tool that would cost \$300-500 per month, with a free trial available. The tool would send follow-up emails to website visitors who leave without completing their information, offering targeted content to encourage email sign-ups. Scott noted that their email database had decreased from

120,000 to 64,000 due to regular cleaning and changing visitor interests. The team discussed the implications of cookie opt-outs and data collection, with Katie raising questions about privacy concerns. Scott had sent their first email through Constant Contact promoting a Salida festival, achieving a 48% open rate and 1% click-through rate.

6. Marketing Director Report

- a. Scott presented the Dean Runyon study for 2024, highlighting Chaffee County's economic impact of travel. He noted that Chaffee County punches above its weight in job intensity and visitor spending, with visitors spending \$399 for every dollar spent on marketing. Scott also discussed visitor trends, noting that Colorado Front Range continues to be the volume engine, while Texas, California, and other states deliver longer stays. He emphasized the importance of targeting higher-spending visitors and suggested exploring direct flights to Colorado Springs as a potential growth area.
 - b. The meeting focused on the county's financial challenges with road and bridge maintenance, where PT explained that the highway user tax fund has remained unchanged for 20 years while maintenance costs have soared, requiring \$7.5 million in asphalt and chip seal projects over five years. PT defended the county's proposal to allocate a portion of the expanded lodging tax revenue to road maintenance and promote local lodging businesses, noting that while short-term rentals are a sensitive issue, the county has limited options for raising funds.
7. Board Member Reports – up to 15 minutes: Questions and comments about board reports
- a. **Jamie**- provided updates on the 2026 budget, the hiring process for a new executive director, and upcoming events, including a successful "We Gather" event and a major finale on September 25th.
 - b. **Terry**-reported on the success of short-term rentals and all her units are finally booked for Labor Day weekend
 - c. **Jillian**-highlighted a return to group travel and longer stays at the chalets.
 - d. **Lance**-mentioned new member offerings for the Heart of the Rockies Chamber
 - e. **Travis**- provided updates on river runner numbers being down again this season and the opening of The Beach restaurant with live music
8. **Meeting Adjourned 4:24pm**