



AGENDA

Chaffee County Visitors Bureau Board Meeting
3:00 PM Tuesday, September 30, 2025

Location:

VIRTUAL

In Attendance: Scott Peterson , Jillian Chernofsky , Travis Hochard , Joni Baker , Gina Lucrezi, Lance Kittel, Dan Short, Katie Davis, Dylan Jewell, Beth Helmke, Evan Djikas, Ashley Ahlene, Deborah Cameron, 719-221-2352, Jamie Billesbach, Brent Jewell

Call to Order 3:03 pm

1. **Public Comment Period** – limited to 3 minutes per person
2. Approval of August 26, 2025 Board Meeting Minutes- Dylan approves the minutes, Jillian seconds
3. **Discuss the lodging tax ballot measure - Jillian Chernofsky & Brent Jewel**
 - a. Brent, a long-time operator of the Best Western Vista Inn in Buena Vista, expressed strong opposition to Ballot Measure 1A, a proposed increase in the county's lodging tax from 1.9% to 5.9%. He argued that the tax would triple current rates, making Chaffee County the highest in Colorado, and criticized the Board of County Commissioners for a lack of consultation with local business owners. Brent highlighted concerns about economic impacts, including inflation and uncertain future quarters, and questioned the county's spending practices, noting that while employee payroll and benefits had increased significantly, road and bridge funding had been cut.
Jillian expressed concerns about the tax's impact on the local economy and requested CCVB to write a letter supporting tourism's economic benefits and outlining the potential repercussions of the tax. The meeting focused on the Chaffee County Visitors Bureau's (CCVB) potential stance on a ballot measure. Brent requested the CCVB support businesses by opposing the measure, but Travis clarified that, as a government entity, the CCVB cannot take an official position due to legal restrictions.
The group discussed drafting a letter to provide concerns and data to the county commissioners without advocating for a specific vote. They agreed to consult the county attorney to ensure the letter complies with legal requirements & to present it at the next commissioners' meeting or sooner if possible.
4. **Marketing Director Report-**
 - a. Scott provided a marketing report highlighting website traffic issues, email marketing performance, and social media engagement metrics. He discussed an interview with the Washington Post about leaf peeping in Colorado and plans for

"leaf creeping" content. Scott also mentioned submitting applications for marketing grants and a responsible recreation program in St. Elmo. Gina requested access to past promotional emails for creative reference, and Scott agreed to compile a collection from the past few years.

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

- a. Jillian- lodging at the chalets is down compared to fall of 2024
- b. Travis-River Runners down 5% in visitors. The Beach restaurant is open, last day to the public is this Friday. They are doing weddings and events.
- c. Joni-Excited for winter bookings already coming in for this season.
- d. Chris-no show
- e. Lance-Creating videos & photos for Business Chamber members. A new visitor center is coming soon.
- f. Katie-Budgeting 2026 for Poncha
- g. Jamie B.- Aubrey Welsh is the new Executive Director. It was an intense hiring process. She has extensive experience with grants in rural communities and also runs a nonprofit. Jamie is entering the "preference" period and is looking forward to her new day-to-day.
- h. Dylan-Monday-Thursday Best Western is down 10%. Getting ready for the winter season.

6. Meeting Adjourned 4:26pm



Marketing Director's Report

September 30, 2025

Budget & Lodging Tax Overview

YTD 2025 Lodging Tax Revenue: \$1,035,043.95 (+10% year-over-year)

September 2025 Lodging Tax Collection: \$9,376.74

- Annual Marketing Budgets:
- **2022:** \$1,431,019
- **2023:** \$668,105
- **2024:** \$457,655
- **2025:** \$580,200
- **2026 Proposed** \$595,100.00

8-21-2025-RESERVES \$1,112,000

Digital Metrics

Website Performance:

- **2023 YTD:** 85,000 sessions
- **2024 YTD:** 180,000 sessions
- **2025 YTD:** 183,000 sessions
- **Last 30 Days:** 22 sessions (something wrong with Google Analytics)

Our continued focus on organic visibility, paid social, partnerships, and email marketing is proving highly effective in maintaining strong web traffic.

Constant Contact Email Campaign Performance — YTD 2025

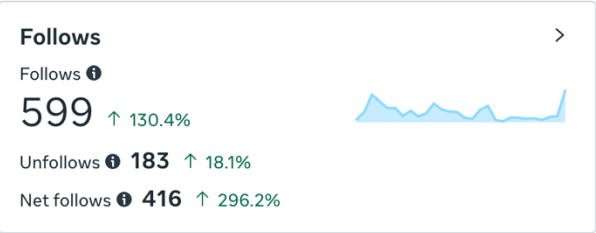
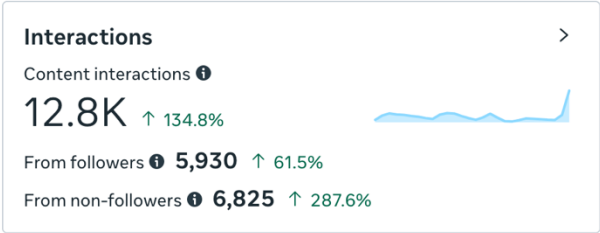
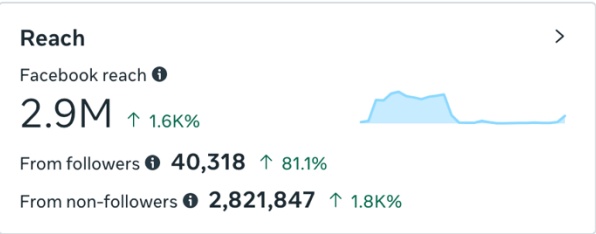
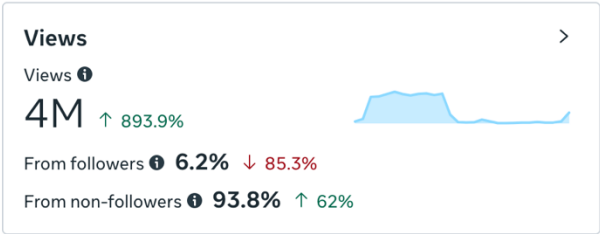
- **Active Contacts:** 68,730
- **Total Emails Sent:** 272,645
- **Average Open Rate:** 47% (Industry Average: 21%)

Our email campaigns significantly outperform industry benchmarks, highlighting the effectiveness of our messaging, growing audience, and targeted approach.

Social Media

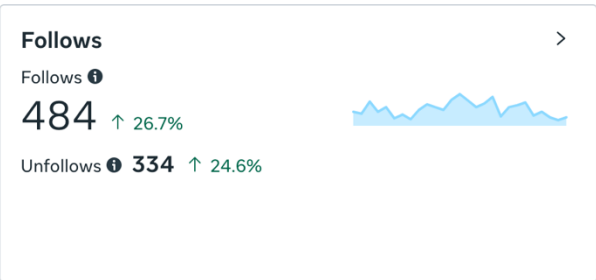
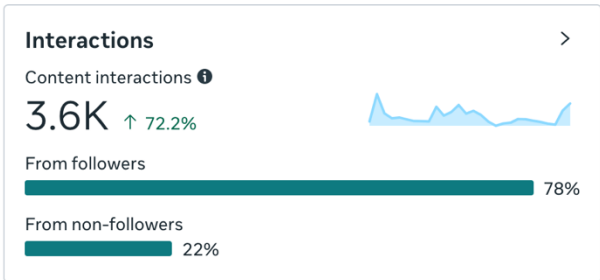
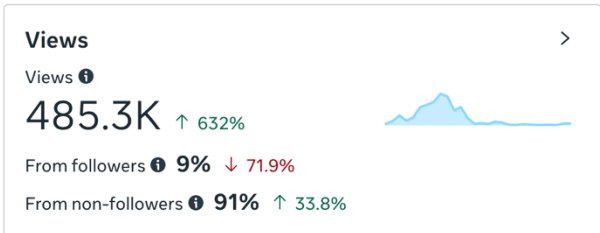
Performance
September 2, 2025 - September 29, 2025

Customize view: Business



Performance
September 2, 2025 - September 29, 2025

Customize view: Business



Video Content Produced to Date:
2025 Video Library

	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	LODGING TAX	CHANGE
2014	\$0.00	51,720.00	10,317.00	425.65	71,081.00	2,336.00	10,079.00	88,175.00	9,919.00	10,438.00	189,850.47	135,879.65	580,220.77	
2015	\$178.30	57,779.98	6,975.15	3,954.00	46,516.08	\$29,508.80	7,193.84	109,526.79	2,531.70	3,268.81	184,860.75	24,836.16	477,130.36	-0.18
2016	\$19,419.78	40,479.35	44,304.27	1,984.93	65,468.16	23,963.00	5,711.12	109,765.96	11,643.59	9,152.32	226,822.11	13,015.07	571,729.66	0.20
2017	\$2,381.44	52,985.31	14,853.45	35,132.37	93,976.12	12,967.38	438.62	141,547.58	4,650.41	4,220.97	249,594.36	8,553.05	621,301.06	0.09
2018	\$4,656.15	98,638.61	8,393.34	7,800.10	100,596.39	13,176.70	5,040.16	168,560.84	6,783.92	7,034.77	242,476.71	50,729.92	713,887.61	0.15
2019	\$10,376.15	123,477.02	18,191.73	9,668.76	154,764.27	4,352.60	5,887.80	161,670.65	5,564.94	45,119.17	285,662.89	10,951.58	835,687.56	0.17
2020	\$19,809.15	181,599.48	5,785.79	10,390.94	101,167.56	17,185.17	2,477.13	102,417.15	15,693.37	5,601.14	328,653.92	46,843.63	837,624.43	0.00
2021	\$24,580.77	177,084.70	7,468.96	860.68	221,088.31	3,258.89	1,853.18	232,278.27	38,209.06	23,572.77	419,257.62	15,055.26	1,164,568.47	0.39
2022	\$7,478.48	176,896.83	47,782.47	2,944.45	264,215.43	3,465.54	5,362.23	269,915.34	13,528.67	476.00	346,779.62	27,343.84	1,166,188.90	0.00
2023	\$1,983.03	219,231.87	6,431.36	0.00	206,326.91	5,677.73	7,495.30	320,402.06	0.00	0.00	442,533.17	8,981.47	1,219,062.90	0.04
2024	\$0.00	188,813.37	78,436.74	86,863.55	205,748.68	1,345.22	4,212.07	255,883.21	119,869.59	7,813.98	427,409.32	73,669.65	1,450,065.38	0.10
2025	\$11,484.02	307,631.87	7,906.52	1,050.70	2,544.78	277,267.31	4,346.09	413,435.92	\$9,376.74				1,035,043.95	0.10

10,672,511.05

8-21-2025-RESF \$1,112,000

		Budgeted 2025	Acutal
014-4500-42050	Legal Services	\$ 1,000.00	\$ -
014-4500-42100	Office Supplies	\$ 1,000.00	\$ -
014-4500-43100	Computer Services	\$ 600.00	\$ -
014-4500-43200	Gen Fund Contr Services	\$ 2,700.00	\$ -
014-4500-43210	Telephone	\$ 300.00	\$ 24.55
014-4500-43220	Postage	\$ 400.00	\$ -
014-4500-43300	Travel & Transportation	\$ 5,000.00	\$ 777.20
014-4500-43415	Offline Marketing	\$ 5,000.00	\$ -
014-4500-43520	VG Production	\$ -	\$ -
014-4500-43815	Website & Email Maint	\$ 30,000.00	\$ 6,945.00
014-4500-43600	Co-Op Advertising	\$ -	\$ 5,000.00
014-4500-43835	Marketing Director	\$ 105,000.00	\$ 83,250.00
014-4500-43855	Content Creator	\$ -	\$ -
014-4500-43860	Online CTO Grant	\$ -	\$ -
014-4500-43880	Online Marketing	\$ 344,000.00	\$ 189,530.52
014-4500-43885	Monarch Mountain	\$ -	\$ -
014-4500-43890	VG Fulfillment	\$ -	\$ -
014-4500-43895	Sustainable Tourism	\$ -	\$ -
014-4500-43920	Contracted Services	\$ 78,000.00	\$ 58,500.00
014-4500-43945	FAM Tours	\$ 2,000.00	\$ 87.52
014-4500-44100	Misc Expenses	\$ 1,000.00	\$ -
014-4500-44200	Dues & Meetings	\$ 2,000.00	\$ 915.88
014-4500-44500	Treasurer Fees	\$ 200.00	\$ -
014-4500-44910	Photo	\$ 2,000.00	\$ 150.00

Totals

\$ 580,200.00 Budgeted	\$ 345,180.67 SPENT
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Remaining 2025
\$ 1,000.00
\$ 1,000.00
\$ 600.00
\$ 2,700.00
\$ 275.45
\$ 400.00
\$ 4,222.80
\$ 5,000.00
\$ -
\$ 23,055.00
\$ (5,000.00)
\$ 21,750.00
\$ -
\$ -
\$ 154,469.48
\$ -
\$ -
\$ -
\$ 19,500.00
\$ 1,912.48
\$ 1,000.00
\$ 1,084.12
\$ 200.00
\$ 1,850.00

\$ 235,019.33 REMAINING
