

AGENDA
Chaffee County Visitors Bureau Board Meeting
3:00 PM Tuesday, December 2, 2025

Location: VIRTUAL

In Attendance: Scott Peterson, Jillian Chernofsky, Travis Hochard, Katie Davis, Dylan Jewell,, Dave Armstrong , Gina Lucrezi , Terry Deveney, Lance Hostsetter, Chris Haggerty , Sara L, Christy Doon, Beth Helmke,

1. **Call to Order** 3:02pm
2. **Public Comment Period – limited to 3 minutes per person**
-No Comment
3. **Approval of October 28, 2025, Board Meeting Minutes**
-Will be approved at the December 16th meeting.
4. **RFQ for Destination Management Director - CCVB Restructuring**
-The main focus was on the restructuring of the Chaffee County Visitors Bureau, including the search for a new Destination Management Director and the establishment of a Destination Management Council with updated representation from various tourism sectors. The board discussed the proposed Destination Management Council, with Chaffee explaining that while the working title was Destination Management Council, the exact name would be open for discussion. The council's makeup would include diverse representation from multiple sectors within tourism, including lodging, resort recreation, outfitters, retail, and local government, shifting from the current 11-member committee to an 11-member group with five appointed positions by commissioners and municipal representation. The meeting focused on the RFQ process for selecting a contractor, with the closing date set for December 8th and interviews scheduled for the 10th and 11th of December. The commissioners plan to select a contractor at their board meeting on the 16th, with the new contract starting in January 2026. There was a discussion about limiting board seats to two members from the lodging sector, with Jillian expressing concerns about limiting lodging participation since they are the entity collecting the tax funds. Travis addressed concerns about transparency regarding changes to the CCVB and confirmed that he has been gathering and communicating information to stakeholders, with more communication channels open if needed.
5. **Marketing Director Report**
-Scott will present the marketing report at the December 16th meeting.
6. **Board Member Reports – up to 15 minutes: Questions and comments**
Katie & Lance shared from Poncha about the upcoming holiday celebration at Chipeta Park that will feature a tree lighting, food, drinks and Santa Claus.
Chris Haggerty expressed gratitude for the positive response to Monarch Opening day and emphasized the benefits of their opening to the broader community.
7. **Meeting Adjourned 3:23pm**