



ANNOUNCEMENT:

The regular meeting of the Chaffee County Destination Management Council (formerly CCVB) will be held at 3:00PM on Tuesday, January 27, 2026

LOCATION: Hybrid

Zoom at <https://us02web.zoom.us/j/4328290633>

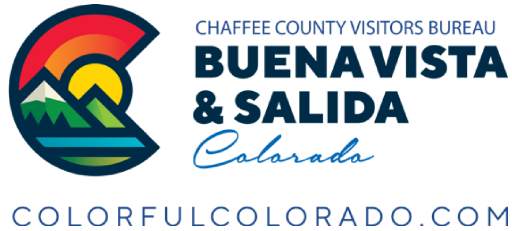
Or by calling 1-669-900-6833 and entering meeting ID #432 829 0633

Or

104 Crestone, Salida, CO 81201
Commissioner's Meeting Room

AGENDA:

1. Call to Order
2. Public Comment Period – limited to 3 minutes per person
3. Chaffee County overview of CCVB restructuring
 - a. Review of updated bylaws/resolution, etc. [READ HERE](#)
 - b. Access to overall county budget [HERE](#). (skip to page 92/98 for CCDMC specifics)
 - c. Council Terms/ Appointments
 - d. Review of process for council membership applications via LOI sent to county.
 - e. Discussion on conflict of interest and data privacy
4. Approval of prior Council Meeting Minutes
5. DestinationiQ – Meeting Deck Attached and available [HERE](#)
 - a. Introduction
 - b. Operations Overview
 - c. Near-Term Strategies
 - i. On-Boarding
 - ii. Stakeholder & Community Engagement
 - iii. Collaboration, Transparency, Meetings, Reporting
 - d. Completed Tasks
 - e. Next Up



- f. 2026 Management & Marketing Proposals and Budget
 - i. Social Media/Content Creation
 - ii. Search Marketing
 - iii. Display Marketing
 - iv. Public Relations
 - v. Email Marketing
 - vi. Traditional Marketing
6. Council Member Reports – up to 15 minutes Questions and comments about council reports
7. Meeting Adjourned

2026 MEETING DATES:

- January 27, 2026 – 3:00 PM
- February 24, 2026 – 3:00 PM
- March 24, 2026 – 3:00 PM
- April 28, 2026 – 3:00 PM
- May 26, 2026 – 3:00 PM
- June 23, 2026 – 3:00 PM
- July 28, 2026 – 3:00 PM
- August 25, 2026 – 3:00 PM
- September 22, 2026 – 3:00 PM
- October 27, 2026 – 3:00 PM
- November 24, 2026 – 3:00 PM
- December 22, 2026 – 3:00 PM