



AGENDA

Chaffee County Visitors Bureau Board Meeting
3:00PM Tuesday December 16, 2025

Location:

VIRTUAL

Board Members Present:

Jillian Chernofsky, Joni Baker, Chris Haggerty, Dylan Jewel, Mike De Runtz, Lance Kittel, Katie Davis, Jamie Billesbach, and Scott Peterson

Board Members Absent:

Travis Hochard, Terry Deveney

Chaffee County Participants:

Commissioner PT Wood, Commissioner Dave Armstrong, Beth Helmke, Chaffee County Administrator, Brian Jordan, President & Owner of *DestinationiQ* and newly appointed *Destination Development Director & Strategy*.

Special Guests:

Pete Borman, Audrey Welsh, Deborah Cameron, Frankiesponteli, Guinrevere Stropes, Kirsten Slavin, Lance Hostetter, Lindsey Diamond, and Pete Poorman,

Called to Order at 3:04pm. Jillian Chernofsky chaired the meeting. Covering the following agenda items.

Election of Officers Chair, Co-Chair, Secretary - this topic was delayed in order to discuss and determine officers at the January 2026 meeting.

RFQ for Destination Management Director - Beth Helmke gave an update on this morning's Board of County Commissioners meeting. She announced that the new Chaffee County Destination Development Director starting January 1, 2026 will be Brian Jordan, President & Owner of *DestinationiQ*. She reviewed the hiring committee team members, and the process used in the selection process. She also discussed the start date of January 1 and the intended cross training with retiring ED of the CCVB, Scott Peterson. The commissioners and lead county

staff will be further defining over the next several weeks. The contract should be completed within the next few weeks.

Jillian Chernofsky, asked several questions about conflict of interest between *DestinationIQ* current clients, as well as, the capacity of work to be done and time availability. Beth assured Jillian that the board and hiring team reviewed these concerns prior to hiring Brian Jordan and felt there are no concerns. Jamie asked to define the timeline for proper meeting minutes. Scott Peterson's last day is Dec. 31, 2025 and Brian Jordan will begin on January 1, 2026.

CCVB Restructuring - Commissioner Dave Armstrong explained how the Chaffee County Visitors Bureau Board will be restructured beginning January 2026. This is part of their new discussion and actions on proposed Resolution 2025-59 addressing governance of the Chaffee County Destination Management Council (CCVB). Further details of restructuring and governance will be upcoming. The new council will be composed of Chaffee County members, Chaffee County EDC, Central Mountain SBDC, all four towns/cities, and 3 positions of lodging partners. There will be a Minimum 40% of lodging tax allocated to this council and new director. Commissioners ratification will occur in early January.

Public Comment Period – limited to 3 minutes per person

David Curtis with 50 West Productions outlined his past 10 years of video and production work which for him never felt like a contract to him. It has been a passion project for him increasing tourism in our community. Over the past 10 years he has created monthly videos. This has been in collaboration with the CCVB ED, board of directors and by using trends and community members insights. He has created with Scott Peterson a huge library of Storytelling videos, small business features, responsible tourism and other community members contributions such as non profits and early responders. His livelihood is reliant on this work and he is looking for stability to allow him to continue to live in the valley with his family. He emphasized that he is open to work however that makes sense for the new director and council.

Approval of October 28, 2025

Lance Kittel moved to approve the minutes and Jamie Billesbach seconded. All in favor.

Approval of December 2, 2025 Board Meeting Minutes

Lance Kittel moved to approve the minutes and Jamie Billesbach seconded. All in favor.

Announcement of the Approved 2026 Meeting Dates - This is to nullify next years meeting dates so that everyone can put on the docket.

Marketing Director Report - Scott Peterson, Marketing Directors Report, See a copy of the report attached to these meeting minutes. He also shared that 1.6 million collected annually in lodging tax generates about 88 million dollars. The CCVB 40% of Lodging tax comes typically in two months in the rears each year. This year he submitted a budget and it was approved for around \$550,000 so he urged the new managing team to ask for an increase of budget to 658,432.00 by making a motion to increase the budget to this newly allocated amount. He did express concerns that the economy is not looking good, plus there are environmental impact concerns related to the dryness of the state with risk of fires and low water. Plus, Political concerns related to tourism and security risks. Lastly is shared that overnight visitors represent about 21% of local restaurant sales, and day visitors represent about 36% of restaurant sales. He urged the team to not have a lag in outreach during the restructuring and management of tourism for our region.

Audrey Welsh asked the question how Scott allocates his social media campaigns between Facebook and Instagram. Scott explained his balanced approach and processes that he has used in the past.

Jillian then asked the SBDC and EDC directors to introduce themselves. They included

Audrey Welsh, new Executive Director of Central Mountain SBDC. She had a brutal onboarding process over the last two months and will now be more available to meet individually and jump into supporting the tourism council and our local businesses reliant on tourism for their business success and viability.

Deborah Cameron, Executive Director of the Chaffee County EDC. I have been here for a year now. Looking forward to collaborating with the board, council and supporting overall economic business growth.

Board Member Reports –

Lance Kittel: At Salida Chamber they are rolling out new 2026 Summit sponsors. It is a replacement of the existing sponsor model. Pushing forward with media outreach, looking forward to the new year.

Joni Baker, Woodland waiting for ski season to pick up. Lots of people are booking and coming into town in FEB and March which is promising.

Chris Haggerty, Monarch - Welcomes any snow dances. Looks promising coming up for the holidays. Weather on the front range also affects them too. The Front range has been over 60 degrees. Their registrations are lagging a little bit yet with snow and the holidays he is very optimistic about the ski season.

Katie Davis, no updates deferred to Lance to offer a report. Lance had his first ever Poncha Christmas event. It was a great success despite cold and windy weather.

Dylan Jewel, Best Western in Buena Vista - Christmas week looks very promising. The first two weeks in December were awful.

Mike De Runtz - Anecdotal sales have been about even yet foot traffic was down about 5% this year..

Jillian Chernofsky, Creekside Chalets - Group travel has been huge for them. And has many returning ski clubs. Their length of stay for the season is also increasing which is very positive. Waiting for the snow to come.

Jamie Billesbach - closing Five Peaks Inn starting in January 2026. Just returned from a 5 week camping adventure after retiring. Now I am pursuing fractional part time remote work and community support.

The meeting adjourned at 3:44pm.