



ANNOUNCEMENT:

The regular meeting of the Chaffee County Destination Management Council (formerly CCVB) will be held at 3:00PM on Tuesday, February 24, 2026

LOCATION: Hybrid

Zoom at https: <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. Appointment of Council positions/seats.
4. Approval of prior Council Meeting Minutes
5. DestinationiQ – Meeting Deck Attached and available [HERE](#)
 - a. Discussion Items
 - i. *Visitor Centers
 1. Buena Vista Chamber - May-Sep?
 2. Salida Chamber?
 - ii. Toolkit for businesses, to get info to us.
 1. Community Coffee (1st wed 8am - community center)
 - iii. Social coop
 - iv. *Yodel Calendar System
 1. Automatic newsletter for information on 'featured events'
 - v. *Misc Expenses
 - vi. Brand Discussion
 1. How is the brand being positioned? In other words is there differentiation between ColorfulColorado and NowThisIsColorado? What?
 - vii. Highway signs?
 1. "Now THIS is Colorado"
 - viii. Immersion



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1. Focus/Listening sessions during this time.
- ix. *Advocacy/Education
 1. Stakeholder outreach via (print, pr, radio? etc.)
 - a. Use paid PR funds
 2. Stakeholder email once per month
 3. Social shares via county, cities, chambers
 4. Infographic(s)
- x. "Clean" the constant contact list
 1. Import all emails
- xi. Deeper website review
 1. Visitor Guide requests, Adventure Pledge, Live music requests, etc.
- xii. New website
 1. Discussion
- xiii. Swag
 1. Always available at chambers and participating businesses?
- xiv. Setup ap@coloradofulcolorado.com
- xv. Process for Paying bills from vendors
 1. DiQ pay and Chaffee County reimburse?
- xvi. Review ALL [Colorado.com](https://colorado.com) content
- xvii. WebCams
- xviii. License for photo/video usage from 50West
- xix. TravelStorys and embed CC Heritage Board tour on website
6. Council Member Reports – up to 15 minutes Questions and comments about council reports
7. Meeting Adjourned

*May require vote

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



CHAFFEE COUNTY VISITORS BUREAU
**BUENA VISTA
& SALIDA**
Colorado

[COLORFULCOLORADO.COM](https://colorfulcolorado.com)

- December 22, 2026 – 3:00 PM