



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: <https://us02web.zoom.us/j/109079543> or by dialing 719 359 4580

Meeting ID: 109 079 543

Or

104 Crestone, Salida, CO 81201

Commissioner's Meeting Room

In Attendance: In person: Bryan Jordan, Beth Helmke, Jillian Chernofsky, Joni Baker, Audrey Walsh, Dave Armstrong, Sara Law, Deborah Cameron, Frankie Spontelli, Chris Haggerty, Jane Jolley, Zach Alexander, PT Wood, Lance Kittle, Guinnevere Stropes, Eddie Sandoval, Jake Frommer, Jan Wondra, Scott Peterson, Christy Doon, Lindsay Diamond, Katie Davis, Kirsten Slavin, Zrenda Smith, Maggi Huyck, Andrea Schulz-Ward, Rob, Chaffee County, Jake Frommer, Lindsay Diamond, Gina Lucrezi

AGENDA:

1. **Call to Order** 3:04pm

2. **Public Comment Period** – limited to 3 minutes per person-

- a. **Jane Jolley** shared her upcoming venture in Salida with Heritage Tourism and she is creating a historical tour of our community. She aims to share this business with locals and visitors.

3. **Chaffee County overview of CCVB restructuring-**

Explanation by Beth: Linked in the agenda and packet are the overview of the governance resolution adopted by the county commissioners that lay out the structure for the Destination Management Council, really as a sort of evolution and maturation of what was previously the visitors bureau. That was formalized at the beginning of the year by the commissioners and put out a call for volunteerism and appointments, hence all of your participation here, really with the governing strategy of more integration coordination around our key economic development arenas and continuing to elevate the way in which we bolster tourism and visitation and all of the supports and reliance that we have on that sector within the community. So as a part of this governance structure, we have an appointed representative from each of our local government entities, the county and 3 municipalities, Salida, BV and Poncha, as well as designated representation from our economic development organizational partners within the Central Mountain Small Business Development Center as well as the Chaffee County

Economic Development Council and then critically, also representation from our community tourism and lodging and recreation resort, retail, venue sector, as well as our chamber of commerces. So that constitutes 11 voting members of the DMC that are here today.

Introductions for the Board. Beth Helmke, Jillian Chernofsky, Joni Baker, Audrey Walsh, Sara Law, Micki Hodge, Deborah Cameron, Zach Alexander, Chris Haggerty, Lance Kittle, Maggie Huyck, Lance Hotsetter

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

a. Appointments will be made at the February meeting.

d. Review of process for council membership applications via LOI sent to county.

e. Discussion on conflict of interest and data privacy

Beth Helmke's explanation: There is a conflict of interest policy that the county holds both for any of its contracted vendors' partners, which is, you know, language both mandated by the state as well as county policy that addresses any things that need to be disclosed or managed in that relationship. As appointed volunteers, we do have a conflict of interest and code of ethics policy that we all ask, you know, appointees serving at the pleasure of the board to also sign on to, we'll go into detail in our training in February. I think a number of you participated in that last year, and basically, it just, you know, asks if that any potential conflicts or continued conflict that is posed, we navigate them. We make sure that we aren't ever making decisions that have self service benefits to us as individuals or organizations, and we typically can navigate those in ways that suit both the needs of the boards and the individuals, and then in terms of any privacy considerations.

4. Approval of prior Council Meeting Minutes

Joni Baker approves the December meeting minutes. Jillian Chernofsky seconded the motion.

5. DestinationIQ – Meeting Deck Attached and available [HERE](#)

a. **Introduction- Introduces team**-Linday, Zrenda, Kirsten Slavin, Frankie

b. **Operations Overview-**

Destination IQ will have a community focus, offer a centralized running deck of meetings & marketing data and strategies, operations overview of strategy, access to images. Transparency with invoices and accounting spreadsheets, meta ad reports, website traffic, data driven decisions. Term Appointment roles and responsibilities. Stakeholder newsletters. Digital media assets available for local businesses. CTO Program. Grant program for Argri Tourism.

c. **Near-Term Strategies-** Destination IQ will focus on appointments of positions, focus groups, community involvement, and develop long term marketing strategies. Destination IQ will have an immersion trip to better understand all the offerings in the County.

i. **On-Boarding**

ii. **Stakeholder & Community Engagement**

iii. **Collaboration, Transparency, Meetings, Reporting**

d. **Completed Tasks**

Destination IQ has gained account access, understanding ad obligations, applied for a Tourism Management Grant Application, continued on-Boarding, company onboarding by local immersion trip and is working on Google Ads board approvals.

e. **Next Up-Initial Marketing Assessment**

- Paid Social on Meta-Highest performing ads
- Organic Search -Second highest ads
- Spring and Fall Meta Ad spend
- No summer traffic reported on the website
- Summer Ad spend
- Consistent year round spending is the goal for the DMC
- Google Analytics
- Meta Ads Spend throughout the year-Over \$70,000 spent in the last month of 2025
- Google Search Ads-keywords
- AI leveraging ads

Organic Social Media

- Core message
- Engagement Opportunity
- Humans First Pivot-human lead story telling, visitor to people and places
- Instagram Reels Strategy- Use reels for discovery
- Strategic Carousels- Deeper engagement with guides to attract new visitors
- Evergreen Assets- Digital Assets
- Organic content creation with back links and organic back link posts
- Feature Business Spotlight: Based on business spotlights, how are they going to be featured
- Content road map
- Zach Alexander raises the question about focused ad spend on actual industries that drive revenue. The music industry helps support overnight trips.
- SBDC and EDC welcome businesses to focus on the spotlight format to highlight businesses.

Pillars of Content

Adventure/Leisure/Family

f. **2026 Management & Marketing Proposals and Budget**

Digital Marketing Budget: Asking for a motion to approve a budget \$234,000 per year, \$19,500 per month. Defining costs of management and marketing.

- Audrey makes a motion to approve the budget. Micki Hodge seconded the motion. Motion approved.
- Jillian Chernofsky appointed as point of contact for Destination IQ.

ii. 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

- Chris Haggerty encouraged everyone to come ski the new No Name expansion at Monarch Mountain opening on Thursday January 29, 2026.
- No other members shared council updates due to the meeting running late. Updates will be shared next meeting.

7. Meeting Adjourned 5:08pm

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