



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://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

In Attendance: Jillian Chernofsky, Audrey Snyder Welsh, Chris Haggerty, Sara Law, Deborah Cameron, Beth Helmke, Julie Mach, Zach Alexander, Bryan Jordan, Kirsten Slavin, Lance Hostetter, Katie Davis, Zrenda Smith, Lindsey Diamond, Scott Peterson, Gina Lucrezi

AGENDA:

1. Call to Order 3:06 pm

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

Julie Mach-Regional Sustainability Coordinator for the County, sent transportation surveys out to the public and is waiting for feedback. Resources are available to local businesses & organizations to help implement sustainability, provide technical assistance, and connect them with community resources.

3. Appointment of Council positions/seats.

Table the motion to appoint positions until there are more members present to fill the positions.

4. Approval of prior Council Meeting Minutes

Sara makes a motion to approve. Audrey seconds.

5. DestinationiQ – Meeting Deck Attached and available HERE

Lindsey gave an overview of the Google ads. Frankie is so excited to meet community members and work on our social media accounts for the area. Focusing on growth for the future with followers, engagements, and impressions. Sending links for itinerary suggestions and shared some high-performing posts.

Facebook has a larger audience than Instagram. Destination IQ will focus on sharing local influencers' stories. Lance from Poncha would like to share more posts and stories about Poncha Springs.

Met with PlacerAI, need to pick a platform for the Grant program. An ad calendar is getting built for all the large-scale events in Chaffee. Deep website review. Calendar management will be implemented with Yodel. Traditional ad spend on billboards on I-70 or spend money with CTO matching advertising. The group wanted to focus more on CTO advertising than billboards at this time. TravelStorys Collegiate Peaks Scenic Byway Audio Tour is in the queue to be added to the website.

a. Discussion Items

i. *Visitor Centers

1. Buena Vista Chamber - May-Sep?
2. Salida Chamber?

-There wasn't much support to fund Visitors centers with this budget. There seems to be a lack of support for chambers in communities and trying to find a way to fund them and make them a valuable resource for visitors.

ii. Toolkit for businesses, to get info to us.

1. Community Coffee (1st wed 8am - community center & What's Up Salida? 3rd Thursday of the month at the Community Center downtown)

iii. Social coop

iv. *Yodel Calendar System-this will be a great resource for the community to publish events. This app scrapes the local websites and publishes community offerings in one calendar.

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?

-There wasn't much clarity around the difference between these brands and we can strategize this year to better understand the direction we want to focus on.

vii. Highway signs?

1. "Now THIS is Colorado"

viii. Immersion

-Immersion trip for Destination IQ is April 28-30th. The board will be getting ideas of the best areas of the community to showcase on the trip. We will be meeting with stakeholders in the valley to better meet their needs. Long-term strategy to best support tourism in the Valley.

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

-Inactive addresses will be removed.

1. Import all emails

xi. Deeper website review

1. Visitor Guide requests, Adventure Pledge, Live music requests, etc.

-Lead generation ideas will be discussed at next meeting and immersion trip

xii. New website

1. Discussion

xiii. Swag

1. Always available at chambers and participating businesses?-Don't want plastic crap to promote responsible recreation.

xiv. Setup ap@coloradofulcolorado.com

xv. Process for Paying bills from vendors

1. DiQ pay and Chaffee County reimburse?

xvi. Review ALL Colorado.com content

-This is an important ad campaign and we want to leverage our advertising the best we can throughout the year.

xvii. WebCams-Owns the camera and pays for the stream. Maintains the camera 3 X per year. Streamline cameras, maintenance and locations.

-Webcams are a great way to drive people to the website. We want to focus on keeping the cameras up and running and on areas that people want to watch. The contract will be evaluated and probably needs to be renegotiated.

xviii. License for photo/video usage from 50West-County has license agreement

xix. TravelStories and embed CC Heritage Board tour on website

Up to \$53886 was approved for paying CTO 2025 advertising bills and outstanding bills from 2025. Deb makes a motion for approval, Chris seconds.

6. Council Member Reports – up to 15 minutes Questions and comments about council reports

Chris-Encourage people to visit for Spring Break!

Deb-Join the Run through Time event March 13th in Salida

Zach-Lariat has some great live music in March. Great days in March involve skiing in the morning, playing golf in the afternoon and going to a show in the evening.

Jillian-Creekside Chalets is booked 85% for March spring break traffic and summer bookings are looking about the same as last year. Campsites will open Apr 1, 2026 .

7. Meeting Adjourned 5:11 pm

*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
- December 22, 2026- 3:00 PM