



The regular meeting of the **Chaffee County Destination Management Council** (formerly CCVB) will be held at 3:00 PM on **Tuesday, March 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
200 Steele Dr., Buena Vista, CO 81211

In Attendance: Micki Hodge, Chris Haggerty, Lance Kittle, Zrenda Marina, Zach Alexander, Frankie Spontelli, Joni Baker, Lance Hostetter, Andrea Schulz-Ward, Gigi (ski town condos), Sara Law, Ashley Ahlene, Guinnerva Stro, Audrey Snyder Welsh, Bill Donovan, Dillon The Sundry, Jillian Chernofsky, Bryan Jordan, Deborah Cameron, PT Woods, Kyle Blakley, Gina Lucrezi, Dave Armstrong, Beth Helmke

AGENDA:

1. **Call to Order** 3:01 pm
2. **Public Comment Period** – limited to 3 minutes per person
-No public comment
3. **Appointment of Council positions/seats.**
Jillian Chernofsky as Chair
Joni Baker as Vice-Chair
Secretary TBD
-Appointments occurred at the end of the meeting.
4. **Approval of prior Council Meeting Minutes**
Audrey approves the February minutes with one revision noted on a name typo. Deb seconds.
5. **Agenda Additions:**
 - a. **Jane Jolley** - Presented her business idea to have historical STQ walking tours of Salida, Buena Vista & Poncha Springs. The audio tours would be valuable for the guests and locals' experience, and a great way to share the history of our area.
 - b. **Jillian Chernofsky** - Salida fireworks funding
-Jillian is concerned about the City not funding the fireworks show for the 250th anniversary of the US. There is currently a fundraiser in place to reach the goal of \$35,000. Sara Law shared that some contributions are planned from donors to help make it possible, and the fireworks have been purchased. Micki shared that there might be a drone show at the

fairgrounds. The council was not opposed to contributing and decided to table the conversation until June, when more donations will be received.

c. **Next month meeting** in Buena Vista- Rotate between Buena Vista and Salida. Meetings will rotate between BV, Salida, and Zoom.

6. DestinationIQ – Meeting Deck Available

Updates from Destination IQ:

- Website updates: Created a new page for Poncha Springs on [Colorado.com](https://colorado.com).
- Updated the Salida and Buena Vista pages.
- Destination IQ met with Dark Sky Salida and Belonging Mural Group.
- TravelStorys Collegiate Peaks Audio Tour added to colorfulcolorado.com.
- Visitor and Stakeholder newsletters are sent monthly.
- Social Media Co-op form is live on the website.
- Online marketing efforts are seeing a positive effect by spreading out the ad spend.
- Increase in direct traffic to the website.
- Meta and Google ads are consistently running to build brand awareness.
- Paid search results are trending positively.

-**PlacerAI** license will be purchased with the CTO Tourism Marketing Grant money and data analyst budget. A few steps are pending to complete the application and use of the software.

-**Immersion Trip and Retreat**-the immersion trip, scheduled for April 28, 29 & 30th will help Destination IQ focus on different aspects of the County and learn more about the stakeholders in the area. Please email ideas to jillian@creeksidechalets.com. The Immersion trip will help create a comprehensive tourism marketing plan for the next 3-5 years.

-**Sub Committee**-We need to form focused sub-committees to make progress on the website improvements and branding.

-**Website Committee**: Jillian, Sara Law, Dillon w/sundry, Micki Hodge (website content & leveraging)

-**Branding Committee**: Zach from Lariat, Deb Cameron, Jillian Chernofsky
Destination IQ will lead these committee discussions.

Visitor Guides- Discussion about creating collateral for print mailouts from inquiries on the website. Print is very expensive to publish and mail, but there was support for some form of visitor guide collateral. Towne Square Publishing creates a map for the Buena Vista area. Print, digital magazine, or QR code guides for chambers and business toolkits are in the queue. Moving toward digital guides seems more cost-effective and easier to keep the information accurate.

Supporting Chambers- Bryan wanted to gauge interest in supporting the local chambers and visitors' centers. Providing collateral, educating staff and visitors, & supporting the staff will all enhance the visitor experience. Destination IQ wants to centralize the information to help support these organizations in creating a reliable guest experience. There was mixed support amongst the council. Discussion will continue at future meetings.

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

Jillian-Campsites are opening at Creekside Chalets Apr 1, 2026

Chris-left meeting before the final remarks

Joni-left meeting before the final remarks

Lance-left meeting before the final remarks

Audrey- SBDC will host Made in Chaffee on May 4th, 2026. It will be a full-day business boot camp to help support local businesses with headshots, resources, and social co-op.

8. Meeting Adjourned 5:04 pm

*Discussion items may require a 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