



ANNOUNCEMENT:

The regular meeting of the **Chaffee County Destination Management Council** (formerly CCVB) will be held at 3:00 PM on **Tuesday, April 28, 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: Bryan Jordan, Jillian Chernofsky, Joni Baker, Sarah Law, Lance Hotsetter, Lindsey Diamond, Kirsten Slavin DiQ, Frankie Spontelli, Aubrey Welsh, Chris Haggerty, Zach Alexander, Katie Davis, Zrenda Marina, PT Wood, Andrea Schulz Ward, Lauren Dura (new marketing director), Dave Armstrong, Beth Helmke

AGENDA:

1. **Call to Order** 3:07 pm

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

Andrea Schulz-Ward lives in the County and raises a family here. She is focusing on Destination Stewardship in Chaffee County through a collaborative model that prioritizes community engagement and a shared sense of responsibility among all local sectors.

3. **Approval of prior Council Meeting Minutes**

-Lance makes a motion to approve Feb and March meeting minutes. Joni seconds the motion.

4. **Agenda Additions:**

Placer AI: [Placer.AI](#) Licensing Options

- #1 - Wait for CTO grant amendment, acceptance, and partial reimbursement for year-one licensing, etc.
- #2 - Chaffee County directly licenses [Placer.AI](#) and all needed add-ons.
 - Cost is \$37,000 annually
 - Budget would come from DMC
 - Restricted usage to only County staff and DestinationiQ
- #3 - Multi-Partner shared license (EXAMPLE: Chaffee County, City of

Salida, Town of Buena Vista)

- Cost is \$52,000 annually
- MOU between entities
- Cost shared, however, we choose.
- Allows usage by County Staff and town staffs
- Requires a signed contract and purchase by June 1st, 2026

Option #3 EXAMPLE cost distribution:

If the total is \$52k, then internally we could look at it like:

- County = \$37,000
- Salida = \$7,500
- Buena Vista = \$7,500

OR

- County = \$17,333
- Salida = \$17,333
- Buena Vista = \$17,333

Jillian made a motion to move forward with option #1, obtaining the grant to fund the initial investment with Placer AI. Lance seconded the motion.

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

Report Deck ReCap:

- Destination IQ met with Historic Hot Springs Loop and provided the Chaffee County Hot Springs information
- Destination IQ met with Emergency Personnel to verify & enhance the emergency resources available on the Visitors Page on the website
- Destination IQ met with Lake County for a video collaboration about how the River connects the communities.
- Conducting Focus groups with the lodging, arts, agritourism, music/events, and river industries
- Business Tool Kit to help support businesses and explain to the community the use of the lodging tax.
- Social Co-op is working great to showcase local businesses
- Website User Traffic is up almost 10%. Paid social media ads are up 74%. Direct Engagement is up significantly. Organic Socials are up with influencers, the last one was Lance about fly fishing. Followers and engagements are up.

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

council reports

Chris Haggerty: Ski season ended, but it is now snowing at the mountain. Down 25% on visitors. Shifting to summer operations, Monarch Crest and the gondola are opening Memorial Day weekend

Zach with the Lariat, nationwide trends are down, and shows are down in attendance by about 15%. Lariat is still seeking bigger and better bands.

Lance with the Town of Poncha is working on economic development efforts to grow the community. Drone show on June 28th at the Fairgrounds.

Sarah Law with the City of Salida wrapped up a quarter 1 campaign with the arts & culture by hosting an open house at the Steamplant. Salida Summer Plaza is the name of the F Street closure, and working with the downtown business group and restaurants to make it feel welcoming and a good place to visit. Made in Chaffee event on May 4th to help support local home-made businesses.

Joni Baker from Woodland, lots of road construction in front of the business. Ready for a busy summer. New Executive Director for Salida Chamber, Andy, has been hired. The chamber is getting geared up for the golf scramble. Brewers Rendezvous is mid-July, and tickets will go on sale May 4th.

Jillian, with Creekside Chalets, ran a flash sale for April and May, and it was effective for gaining a larger audience and keeping the chalets occupied during the shoulder season.

Aubrey Snyder-Welsh with SBDC hosted a childcare workshop and a series of classes on a shared commercial kitchen, 4 classes with certification. Support the Made in Chaffee event on May 4th to help elevate these local creatives.

7. Meeting Adjourned 4:05 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