



ANNOUNCEMENT:

The regular meeting of the Chaffee County Destination Management Council (formerly CCVB) will be held at 3:00PM on Tuesday, May 26, 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: Bryan Jordan, Jillian Chernofsky, Sarah Law, Miki Hodge, Lindsey Diamond, Kirsten Slavin DiQ, Audrey Welsh, Chris Haggerty, Zrenda Marina, PT Wood, Lauren Dura (new marketing director), Gina Lucretzi, Dave Armstrong, Beth Helmke, Pete Poorman, Bill Donovan

AGENDA:

1. Call to Order @ 3:03 PM
2. Public Comment Period – limited to 3 minutes per person - NONE
3. Approval of prior Council Meeting Minutes - Deborah made motion to approve and Sara provided second
4. Agenda Additions:
 - a. None
5. DestinationiQ – Report Deck Attached and available [HERE*](#)

Consent Item - Story Audio Walking Tour

Used by Leadville

Salida group has raised \$500 and is seeking funding up to \$1,585 for the first year

Multi-lingual options included

Could be a good model for BV and Poncha historical tours

GPS-enabled and includes badges

APPROVED / Sara made a motion to approve, and Miki provided a second

Immersion Visit

Bryan provided reports on the five focus groups held during the immersion visit in

May

Business Tool Kit developed and launched

Private Facebook groups were created for each of the five focus groups

Other focus groups will be held in the fall

Website

The website has been moved to the DiQ server due to unstable issues on the previous host site.

Misc

Placer AI contract is still under development.

DiQ shared video made in partnership with Leadville/Lake County

DiQ will make shorter reels from the video

Web cam agreement to be revised in the fall

Subcommittees (website and brand) will begin to meet in the coming months

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

Chris - Monarch

Crest opened Memorial Day weekend

Sara - Salida

Received DOLA REDI grant for street activation

F Street is closed for the summer season

20 businesses are participating in activation activities

Audrey - SBDC

Made in Chaffee event held in May - very successful

Profits will be used for public art

Funding secured

Deborah - EDC

Profit with Purpose event in April was successful

ASCENT wrapped up - monthly meetups planned for the rest of 2026

Remote Worker Meetup moved to The Beach - 50+ attended last week's event

Employee Ownership event planned for Sept 23

Miki - Chaffee Fairgrounds

Emergency Preparedness event planned for June 9 - 4-6 pm

Planning underway for County Fair

Drone Show promotion underway for Chaffee 150 Birthday for June 28 in Poncha and in BV on June 27

Jillian - Creekside

Visits are up 5% from 2025

Summer bookings are strong, and visitors are staying longer

7. Meeting Adjourned @ 4:22 PM

*Discussion items 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 (Salida)
- May 26, 2026 – 3:00 PM (Buena Vista)
- June 23, 2026 – 3:00 PM (Salida)
- July 28, 2026 – 3:00 PM (Buena Vista)
- August 25, 2026 – 3:00 PM (Salida)
- September 22, 2026 – 3:00 PM (Buena Vista)
- October 27, 2026 – 3:00 PM (Salida)
- November 24, 2026 – 3:00 PM (Buena Vista)
- December 22, 2026 – 3:00 PM (Salida)

