



ANNOUNCEMENT:

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

In Attendance: Jillian Chernofsky, Byran Jordan, Deborah Cameron, Beth Helmke, Joni Baker, Pt Wood, Frankie Spontelli, Zrenda, Dillon, Chris Haggerty, Sara Law, Lauren Durie, Dave Armstrong, Lance Hotsetter, Aubrey Snyder Welsh, Merrell Bergin, Lindsey Diamond, Bill Donovan, Zach Alexander

AGENDA:

1. **Call to Order** 3:12 pm
2. **Public Comment Period** – limited to 3 minutes per person
3. **Approval of prior Council Meeting Minutes** -Deb made a motion to approve the minutes, Aubrey seconds the motion.
4. **Agenda Additions:** a. Ask for last minute additions

Jillian attended an interview process for a grant application with CTO/OEDIT and was told the reason the Placer AI grant could not be approved by the State was because there is a Conflict of Interest with the Scope of Work being defined by Destination IQ and executed by Destination IQ. The perceived conflict of interest by the State is going to create future problems with receiving funding through grant programs. Jillian and Dave Armstrong will continue to try to resolve this issue and define what the “conflict” is and how to get a resolution to be able to move forward with future funding applications.

5. DestinationIQ – Report Deck Attached and available HERE*

- Website Performance: Traffic since 2025 has increased by over 100%
- Paid Search is up 786,000%
- Organic Search is down due to the webcam landing page being reorganized.
- “River Connects All” had a very strong month of bringing high volume to the website. This campaign has been paused due to the Willow fire impacting travelers to Lake County.
- Paid Social Ads: June strongest month yet across every key metric on Meta
- Visitor Newsletter has an open rate of 52%, way above the industry benchmark of 25%
- Events Calendar is most clicked on the site

- Travel Story: Collegiate Peaks Scenic Byway Audio Tour-127 Users, 1000 interactions with the tour engagement content
- Hot Springs Loop- Chaffee Hotsprings are advertised on Cohotspringsloop.com advertises and is having a positive impact with engagement with nearby visitors.
- Organic Socials-Instagram has a growing audience and content continues to go viral (over 10,000) on FB
- Keeping Wild Fire and Fire Restrictions at the top of the Colorfulcolorado.com page
- Handicap parking on F Street communication has been added to the website and a Facebook post was created informing people of the new location of the spots during the Salida Summer Plaza F Street Closure
- Salida Walking Tour content has been added to the website
- Onboarding Placer AI
- Building Stargazing Assets
- STQRY walking tour in development with Salida
- Destination Stewardship itinerary with Andrea- developing proposals to help grow tourism in our area with proposed itineraries. These FAQs and itineraries will help with our AI integration details and expand our reach with tourists.
- 5-year Strategic Plan- the focus groups are helping formulate the plan

Proposals-

Visitor Center-tabled discussion

Webcams- The camera owner came to town and fixed the cameras and then left. Need to have a contract revision for more regular routine maintenance on the cameras.

Business Directory planning and workarounds

Website and Branding Committee's

-AI trip planning tool could be implemented onto our website, similar to other successful destinations

-Schedule Branding Committee-TBD

Updating County Signs

-Fresh paint? Who performs this work?

Next Meeting is August 25th in Poncha Springs

6. Council Member Reports – up to 10 minutes a. Questions and comments about council reports

Chris- The Crest started strong but visitors are down 10%. Lots of Colorado thru hikers on the CO Trail. Frankie was up at the Crest to capture some social content. The Tram is repaired.

Sara- May city of Salida sales tax collection up 3%. The city is looking for bids to Mosaic the downtown planters. Banners look great on the summer plaza on F Street.

Joni- Woodland has a road closure in front of the motel which makes the hotel rather quiet. Improvements will be completed late October. Joni is very thankful for the City and State road

work. Chamber members met with Vaqueros and Joni has decided to step back from her role at the Chamber due to time constraints.

Zach- Lariat is surviving the downturn in tourism this summer. Lariat is down double digits from last year. Private events are holding strong. Denver visitors seem to be a solid target market for the BV market. Summit County and CO Springs visitors are great visitors for music shows.

Lance- working on new marketing and branding for Town of Poncha for the new logo, colors for Poncha, new tagline. Parks and Recreation is trying to get funding for park development for \$2 million

Aubrey- SBDC Willow Fire response and coordination and how Chaffee can better prepare with Wayfinding & preppign businesses about expected economic impacts from the fire. Another important program is developing around educating bankers and chambers for lending in rural Colorado. There has been a record number of requests for AI development workshops.

Jillian- Creekside Chalets is going great, thankful for our repeat clientele and last minute bookings. August is only booked at 65%, so hoping it fills in and fall bookings for Sept and Oct are pacing similar to last year.

Deb- EDC hosted 10 companies at the advanced industry accelerator program. Scout Space and Peaks Precast were winners in the last round. September 23 at the BV library at 9am, in partnership with the SBDC will host a training about employee ownership. Chaffee County has two opportunity zones that are being considered for review, the census tracks those zones and wants to keep those as opportunity zones in our area.

Dave Armstrong- Promoting the concerts in the Meadows in BV in August and September, with the goal to help increase sales tax in BV and exposure for the area. Dave stepped up to help with the communication with OEDIT.

7. Meeting Adjourned 4:46pm