

Minutes of the Chaffee County Visitors Bureau meeting held May 3, 2016.

Location:

Chaffee County Annex Building 112 Linderman Ave. Buena Vista, Colorado 81211

Members present:, Bill Dvorak, Kathi Perry, Justin Veltri, Lori Roberts, Craig Anderson, Michael Varnum, Beatrice Price, Amanda Krost, and Randy Stroud

Members Absent: Megan Kingman, and Brian Berger

Staff Present: Scott Peterson, Marketing Director

Guests Present: Bob Christiansen, County Director of Administration, Jennifer Davis, County Attorney, Merle Baranczyk - Arkansas Valley Publishing

Call to Order

Kathi Perry moved to accept the minutes of the March 22, 2016 meeting as corrected. Michael Varnum seconded and motion carried unanimously.

County Attorney Jennifer Davis presented a New Member Orientation.

Beatrice Price moved to accept the 2016 By-Laws as presented. Lori Roberts seconded and motion carried unanimously.

Marketing Manager Peterson gave an overview of the 2017 Visitors Guide as a power point presentation.

The deadline for ads is August 15, 2016 with the print deadline November 1, 2016. The board discussed the rates for 2016 and the suggested rate of \$500.00 for 2017 formatted rate. They also discussed lodging rates. In the past lodging got a free listing. The board continued the discussion with rates for out of County businesses, does the board even want to consider out of County businesses. If business from out of the County were allowed should they be a member of one of the Chambers or possibly both Chambers. The board talked about Captain Zipline, since that business does bring in many people to Salida. The board did feel that those close to the county could buy an ad but they would not be on the website as that is a free listing. The board also debated on what to do with vacation homes. Mr. Peterson will be doing all the design work but will be putting out to bid someone to do the writing and some sales.

There was discussion on keeping the calendar in the Guide.

Geocaching

Ms. Perry told the board that this is a county wide event and that there are thousands of boxes in Chaffee County. The Buena Vista Chamber put out 20 boxes and they were a great success. Geocaching benefits the entire County.

Amanda Krost moved to direct Mr. Peterson to spend the \$5,000.00 on Geocaching. Craig Anderson seconded and the motion carried unanimously.

Marketing Directors:

- Website traffic up 120%
- Told the members about the TransRockies Run beginning in Buena Vista. This event will be televised on CBS Sports. The Visitors Bureau can contribute \$3,500.00.
- Requests for Visitors Guides are at 600-800 a week
- Review some Facebook pages
- Canada FAM will be in the County May 11th

Board Member Updates:

Mr. Veltri:

- Gearing up for the summer

Ms. Krost:

- Gearing up for summer.
- Working with the Town of Buena Vista for swimming lesson at the hot springs pool

Mr. Anderson:

- Waiting for Forest Service Permits. May be August before they are issued.
- Missed a lot of rentals in the last few weeks because of the weather.

Mr. Stroud:

- February was hurt with no snow and warm weather on the Front Range. Only 11 inches of snow in a 6 week period.
- March was the lowest month as far as skier visits
- Need to step up the branding efforts to bring in more out of state skiers during that time.

Ms. Roberts:

- Attended the Agra-Tourism event at the SteamPlant. Was very good.
- The website was launched yesterday.
- Nominated PT Wood (Woods High Mountain Distillery) for the Colorado Tourism Outstanding Frontline Worker award. He was selected as one of the 11 winners and will be recognized at the annual Discover Colorado Rally on May 9th.
- The Golf Scramble is next week
- Tickets for both the Brewers Rendezvous and Wine Fest

Ms. Perry:

- Having trouble keeping employees
- Meeting with the Town of Buena Vista regarding Vertex
- Looking forward to summer

Ms. Price:

- The Agritourism Summit was very successful for the first year. Had about 100 people.

- No longer working for the SteamPlant now working for Madison House
- “Last Man on the Moon” documentary will be shown at the SteamPlant on May 12th.

Mr. Dvorak:

- Friends of Brown presenting the movie “Wrenched Canyon” on May 13th at the SteamPlant and at the Trail Head May 14th.
- Taking a swift water rescue course
- Tomorrow taking a fishing trip with a sport man’s media group. They will be filming in Browns Canyon
- The Trout Unlimited Banquet is May 12th at the Fair Grounds.

There was no other business and Kathi Perry moved to adjourn. Beatrice Price seconded and motion carried unanimously.

Respectfully Submitted

Patty Baldwin,
Secretary to the Board