

Minutes of the Chaffee County Visitors Bureau meeting held May 24, 2016.

Location:

Board of Commissioners Meeting Room, 104 Crestone Ave., Salida

Members present: Bill Dvorak, Kathi Perry, Justin Veltri, Lori Roberts, Craig Anderson, ,
Beatrice Price, Brian Berger, and Randy Stroud

Members Absent: Megan Kingman, and Amanda Krost Michael Varnum

Staff Present: Scott Peterson, Marketing Director

Guests Present: Merle Baranczyk

Mr. Baranczyk told the board that the Arkansas Valley Publishing Summer and Bike Guides are out.

Call to Order

Randy Stroud moved to accept the minutes of the May 3, 2016 meeting as corrected. Kathi Perry seconded and motion carried unanimously.

Trans Rockies Run:

Mr. Peterson told the board that the Commissioners contributed \$3,500.00 and Buena Vista contributed \$7,000.00 to the event. He asked the board for \$3,500.00 to contribute to the event. Beatrice Price moved to contribute \$3,500.00 to the Trans Rockies Run event. Justin Veltri seconded and the motion carried unanimously.

2017 Visitors Guide

Mr. Peterson reported to the board that Monarch asked to purchase the back page. Mr. Stroud asked that this be taken off the table as he did not feel that was what the intent of the Guide was going to be this year. There was discussion by the board about the formatted ads. Chair Dvorak asked Mr. Peterson to call a few of the other areas that have done the formatting pages to get an idea of the cost of the ads.

Video Production Contract & Bid June 1, 2016 - December 31, 2016

This item went out for bid and bids were due today. The only bid received was from Dave Curtis, the person who is now doing the video production. The cost is \$4,000.00 per month from June 1, 2016 – December 31, 2016. There will be 24 2 minute videos a month. This dollar amount has been budgeted. The videos will be used for years to come.

Beatrice Price moved to recommend to the Board of Commissioners to approve the \$4,000.00 for the video production contract from June 1, 2016 – December 31, 2016. Lori seconded and the motion carried unanimously.

Marketing Director Report (see attached)

- The Canada FAM trip went well. Everyone enjoyed the cocktail party at Mt. Princeton. Elevation sponsored the beer. Group was impressed with Salida, which was the high point of their entire trip.
- Next FAM trip will be from China June 15th.
- Gave sales tax figures, Salida up about 6%, lodging up about 16%
- Reviewed website and Facebook traffic
- Putting together a rafting video

Board Member Reports

Ms. Roberts:

- Chamber doing very well. Congratulated Mr. Peterson on the great job with the Canada FAM tour
- The Golf Scramble was successful and the weather was perfect. There were 24 teams.
- Brewers Rendezvous and Wine Fest tickets are on sale
- The 4th of July celebration will be a 5 day event this year starting on Thursday and ending on Monday

Ms. Perry:

- Thanked Scott for a great job with the Canada FAM tour. The cocktail party was very nice
- The new Buena Vista Guide is out and getting rave reviews. People who are not Chamber members are asking how to get in the next Guide. They do need to be a member to be in.
- The new website launches tomorrow
- Has hired a new assistant

Ms. Price:

- Vertex is moving forward. Bases 1 and 2 are sold out. The cheapest ticket is \$250.00. An announcement about local ticket pricing will be coming soon
- The vending has closed
- Looking for stage design, if anyone has any palm plants or other types of plants they can donate them in exchange for a ticket
- Asked Mr. Peterson if he would send them videos of Buena Vista
- There are plans for day trips out of the venue for rafting, trips in Buena Vista etc.

Mr. Anderson:

- Finally received permits from the Forest Service but they will not be available until August.
- Getting bundles of reservations
- Sending people to Mt. Princeton almost daily
- Reminded the board that both airports in the County are being under-utilized and should be included in advertising. He provides ground service from both airports
- Looking for a high school or college student to do cleaning in the evenings or nights though out the summer.

Mr. Stroud:

- Getting ready for the next season
- Doing more collaborative working with Ms. Roberts and the Chamber
- There is a large challenge with the spruce beetle on the pass. Losing trees all the way up. It is important to work on investing in revegetation now for the future of the trees.
- The new owners of the lodge are doing a good job of fixing it up.

Mr. Veltri:

- Gearing up for summer, been a good May so far

Mr. Berger:

- The Welcome Center is open and is being run by camp hosts in exchange for a place for them to put their camper. Asked board members to bring any materials they would like place at the Center to the Town Hall

Mr. Dvorak:

- Was a commercial fatality on the Arkansas the past week.

The next meeting will be held on June 28th at 3:00 p.m. at the Buena Vista Annex.

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

Respectfully Submitted

Patty Baldwin,
Secretary to the Board