

Minutes of the Chaffee County Visitors Bureau meeting held July 26, 2016.

Members present: Bill Dvorak, Kathi Perry, Amanda Krost, Brian Berger, Randy Stroud Justin Veltri, Lori Roberts, Beatrice Price, Michael Varnum, and Megan Kingman,

Members Absent: Craig Anderson

Staff Present: Scott Peterson, Marketing Director

Guests Present: Merle Baranczyk - Arkansas Valley Publishing

Randy Stroud moved to accept the minutes of the May 24, 2016 meeting as corrected. Beatrice Price seconded and motion carried unanimously.

Mr. Peterson reminded the board that it is getting close to budget time and he will be meeting with the Commissioners in September for 2017 budget. The board may want to call a special meeting in August to discuss the budget or just get thought it at the regular meeting.

There was a review of the Miles Weaver Marketing Contract.

Bill Dvorak moved to spend up to \$64,500 to Miles Weaver Marketing Contract CTO & Colorado.com. Amanda Krost seconded. There was discussion after the motion regarding doing a full page ad with the State Vacation Guide. Motion carried unanimously.

The Governor's Conference will be held September 14 and 15 in Breckenridge. Ms. Price, Mr. Varnum and Mr. Dvorak would all like to attend.

Lori Roberts moved to approve the Chaffee County Visitors Bureau to pay for registration to the Governor's Conference in September for Beatrice Price, Michael Varnum, and Bill Dvorak. Kathi Perry seconded and motion carried unanimously.

Mr. Peterson told the board that he met with Mr. Stroud and Jessie Smith from Monarch to discuss a marketing coop. Mr. Peterson feels this would be very doable. He reviewed the proposal. The board discussed what activities were listed in the proposal. Mr. Peterson told the board there would be a generalization of the activities.

There was discussion regarding the Colorado Tourism Office Brand.

Justin moved to approve \$5,750.00 toward the promotion. Michael Varnum seconded and motion carried unanimously.

Mr. Peterson presented his report and went over the budget

Mr. Peterson purchased a 10' x 10' booth which will be set up at the Vertex Festival. He has two backdrops representing both Buena Vista and Salida. He is having a hard time finding volunteers to man the booth but it may be able to be self-maintained. Festival participants will

be able to sign up for a contest to receive prizes. He asked if anyone on the Board would like to donate to the contest. Ms. Krost donated lodging at Mt. Princeton, Mr. Stroud donated lift tickets and rentals to Monarch and Ms. Kingman donated a CKS rental package.

Board Member Updates

Kathi Perry:

- Trying to “grow” Gold Rush Days so it is Town wide by leaving vendors and major activities in the park but having more activities downtown.
- Town is busy, at 8:15 p.m. on Monday, July 25 streets were bustling with people and no parking spaces to be found until Railroad St.
- Getting calls regarding Vertex and if there will be any detours. She is trying to collect the information.
- Construction on Highway 25 will start the first of August. It will be interesting that combined with the construction on Trout Creek Pass will affect the rest of the tourist season.

Randy Stroud:

- Monarch Mountain has a new Marketing Director, Jeff Martin.
- He would like to present to the Board Monarch Mountain’s sales strategy and marketing strategy, so that everyone would know what they are doing and why.

Lori Roberts:

- Brewers Rendezvous was very successful. There were about 2,900 attendees with 301 of those being locals.
- On June 129th Michael and the Chamber Board hosted the SBA out of Denver regarding opportunities for small communities and grants. Betsy Mark was in Salida the next day.
- The Chamber Office Manager resigned. She took the position for Town Manager in Saguache.
- Trying to help with Vertex as much as possible.
- On line tickets for the Wine Fest are on sale. The Wine Fest will be September 3rd.
- The Chaffee County Fair and Rodeo is July 22 – July 31. Lodging is full

Beatrice Price:

- Vertex is 10 days away. She is working with the BV Main Street group
- Needs 4 certified life guards for the beach. There are two signed up now.

Amanda Krost:

- Helping with the Historic St. Elmo Society for a geology talk

Brian Berger:

- The Welcome Center has been busy. It will be open for another two months.
- Poncha Springs is growing like crazy.

Michael Varnum:

- The SteamPlant is very busy

- 4th of July of was a successful weekend
- The Town picnic is coming up
- A report was presented to the City Council that was done by a DOLA grant. Direct impact from the SteamPlant to the community put 1.2 million into the economy and \$600,00.00 secondary. The report is on the SteamPlant website homepage and on the City website.

Megan Kingman:

- She is working with BV business owners to make Vertex an experience to make people want to come back to the community after the festival is over.
- TransRockies will be going through Town the Monday following Vertex. With Gold Rush Days and the Rock and Gem Show following that.

Bill Dvorak:

- Traffic on Highway 285 is huge
- Friends of Brown Canyon celebrated their first year anniversary.
- Overall the river industry has been good but is starting to slow down.
- Fishing on the river is good

Lori Roberts told the Board that the firefighters fighting the Hayden Creek fire have a village at the high school. The Fairgrounds has been gathering livestock and people around town have been opening their home to those who have been evacuated. We are very fortunate to live here.

There was no other business and the meeting was adjourned.

Respectfully Submitted

Patty Baldwin,
Secretary to the Board