

Minutes of the September 27, 2016 Chaffee County Visitors Bureau Meeting.

Location: Commissioners Meeting Room, 104 Crestone Ave., Salida

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

Members absent: Lori Roberts

Staff Present: Scott Peterson, Marketing Director

Guests Present: Cindy Simms Com-Cast Spotlight Marketing

Ms. Krost called the meeting to order.

Randy Stroud moved to approve the minutes of the August 23, 2016 meeting as presented. Justin Veltri seconded and the motion carried.

Mr. Dvorak arrived and took over as Chairperson.

Mr. Stroud introduced Monarch's new Marketing Director Jeff Martin.

There was no public comment

Mr. Peterson reviewed the AROA/CTO Matching Grant and asked for support of the following grants: 2017 CCVB Agitourism CTO Matching Grant; 2017 AROA CTO Matching Grant \$15,000; 2017 Salida Circus Matching Grant \$7,000; 2017 Colorado Historic Hot Springs Loop \$5,000; and 2017 Colorado Creative Arts Districts CTO Matching Grant \$1,000.00.

Board members had discussion on the above grants as voted as follows:

Beatrice Price moved to approve the 2017 CCVB Agitourism CTO Matching Grant in the amount of \$25,000. Kathi Perry seconded. After discussion the board moved to approve the motion unanimously.

Michael Varnum moved to approve the 2017 AROA CTO Matching Grant amount of \$15,000. Kathi Perry seconded and motion carried unanimously.

Justin Veltri move to approve the 2017 Salida Circus Matching Grant in the amount of \$7,000. Bill Dvorak seconded and motion carried unanimously.

Kathi Perry moved to approve the 2017 Colorado Historic Hot Springs Loop in the amount of \$5,000. Beatrice Price seconded and the motion carried unanimously.

Beatrice Price moved to approve the 2017 Colorado Creative Arts Districts CTO Matching Grant in the amount of \$1,000.00. Amanda Krost seconded and carried with Michael Varnum recusing himself from the vote.

Mr. Peterson presented the Print Advertising Colorado Official State Visitors Guide to the Board. He gave the figures of the cost of the different type ads, (Inside Back Cover is available: \$16,983, Full Page: \$14,943, 1/2 page \$7,650, 1/3 page and 1/6 page \$5,406). The Board discussed which would be the best ad for the County. Mr. Stroud has concerns with approving this without seeing what the ad will look like. He wants more winter advertising.

Kathi Perry moved to purchase a full page ad in the Colorado Official State Visitors Guide. Beatrice Price seconded. There was discussion on having a committee to work on the ad. Mr. Stroud continued his discussion regarding his displeasure with the Hot Springs/Cool Adventure ad line. Discussion included what the ad should look like and a campaign vs branding. Mr. Martin talked about branding. The motion was approved unanimously.

Secretary Baldwin had to leave the meeting and Ms. Perry continued to take the minutes.

Mr. Peterson purchased a full page ad for the Alive: Colorado Travel Magazine for \$2,075.00 (retail \$3,016.00) at the Governor's Tourism Conference silent auction. He put the purchase on his personnel credit card and asked to be reimbursed.

Beatrice Price moved to approve the purchase and have Mr. Peterson reimbursed. Megan Kingman seconded and the motion carried unanimously.

Mr. Peterson explained his marketing wheel. He asked for more video of Monarch and access to create content. Mr. Peterson reviewed the website numbers and referred to his 2017 Wintering Marketing Plan. He added that he budgeted according to occupancy and we need to grow January, February and April. Mr. Stroud said that 80% of most schools have the same week off, with the exception of Kansas, for spring break and ski areas are hit hard. Ms. Price asked Mr. Stroud to share those statics. He said that all Mr. Peterson needed to do was ask for them. Mr. Peterson and Mr. Stroud had a discussion regarding getting statics and getting videos of Monarch. Mr. Stroud said he would work with Mr. Peterson.

Mr. Peterson gave an overview of the handout given to the Board at the beginning of the meeting. (see attached) The Board discussed the promotion of Monarch and how Buena Vista does not get as much business from Monarch as Salida. Ms. Perry would like to work with Monarch to work on getting more of the business. Mr. Veltri would like to see the winter budget doubled. Mr. Peterson said it was up to the Board to decide the allocation of funds. He is spending \$200,000.00 January through March.

Mr. Peterson prepared a marketing plan. His contract needs to be reviewed by October 15th. The plan does include a raise.

There was discussion regarding the Vertex Festival. The Visitors Bureau did no promotion for the event. Ms. Perry reported that she was told by a few restaurant owners that it was the worst

weekend of the summer. But she said although there was not much business in Town, the Festival introduced the concert goes to the area and they may return and spend their money another time. Ms. Kingman said that all of the field trips were sold out. There was discussion on having the Festival later in the month. Ms. Price was concerned that if it was later in the month the young people would not be able to attend.

Mr. Peterson gave his report (see attached).

Board Member Reports:

Michael Varnum:

- He is considering resigning from the Board as his wife is doing some work on the Visitor's Guide and there could be a conflict of interest. Mr. Dvorak asked if there would be any other SteamPlant member who could serve on the Board. He will call the County Attorney, Jenny Davis and ask about the conflict. Mr. Varnum said he enjoys serving as a Board member.

Beatrice Price:

- Attended the CTO conference. There was a wide range of good speakers. Word is tourism statewide is on the rise. It was a good experience.

Justin Veltri:

- Nothing to report

Randy Stroud:

- No snow yet.
- Monarch was posted in CP Open Snow
- Hoping to open around Thanksgiving.
- Mr. Dvorak asked about a shuttle. Ms. Perry has a board member working on one from Buena Vista. Mr. Stroud said it is costly to run a shuttle. Mr. Peterson suggested working with the Transportation Board.

Megan Kingman:

- Working on a downtown local's festival October 29th called "Day of the Dead". Will be a community fun festival potluck.

Amanda Krost:

- There was a good response for swim lessons offered at Mt. Princeton and they have been extended through the fall.
- Mt. Princeton has partnered with Peak Fitness and the Silver Sneakers program for seniors. There will be no cost for seniors.

Kathi Perry:

- ATV Tour was a huge success with 130 registered. Comments were good and everyone is looking forward to next year's event.

- The BV Strong Community Dinner was last night with over 3,000 people attending. The event has grown to 4 rows of tables stretching from Railroad Ave. to Avery Parsons Elementary School.
- Don't have the Elevation Outdoors contest results yet but at last report Buena Vista was leading Silverthorne. The winner will receive a spread in the magazine.
- The Chamber Gala fundraiser is October 15th. It will be catered by Variations and the theme is a 50's sock hop.
- Starting to work on the 2017 Chamber Guide and are selling ads in the guide as well as the website. Doing a special for businesses who buy an ad in both.
- Geocaching.com has been paid the \$5,000.00 the CCVB granted. There will be a Geocaching Journey in June 2017.

Bill Dvorak:

- Millennials are doing everything on the phone and virtual reality is the upcoming thing.
- Friends of Brown Canyon is having a work party
- On October 14, every 4th grader at Avery Parsons Elementary School can hike into Browns.

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

Respectfully Submitted