

TAPP BOD Special Meeting Agenda  
April 11, 2019  
ICELab Conference Room  
7:30am  
Call in: +1 (712) 770-5505, 835905#



**Directors in Attendance:** Tyler Newman, Gary Pierson, Jennifer Barvitski, Morgan Bast, Kelly Osness, Wynn Williams

**Staff:** Laurel Runcie, Daniel Kreykes, Jeff Moffett, Andrew Sandstrom, John Norton, David Assad

**On Phone:** Kurt Giesselman

**Public:** None

#### **Roll Call**

7:35 AM We have a quorum

#### **Approval of Minutes**

Wynn Williams moves to approve the minutes. Gary Pierson seconds the motion. All approve.

#### **Public Comments**

None

#### **Election of VP and Secretary**

Kurt Giesselman nominates Jennifer Barvitski as VP and Secretary for the remainder of her term. Gary Pierson seconds Kurt's nomination. All in favor.

#### **ICELab Update/David Assad Introduction**

Introductions to all board members. David moved from North Carolina after being finance director of Trilliant. His first focus is to make the two currently running Accelerator programs as successful as possible. John and David will be traveling to Boulder with the Catapult teams and working with our partners in the Catapult program. John and David will be asking the partners if they are interested in running a Fall Catapult program as well. Two of the three teams from the Catapult program are potentially looking to relocate to the valley.

#### **Marketing and Branding Update**

Last meeting the board formed a Marketing and Branding Committee and asked it to develop a new logo for TAPP. After our March committee meeting, we decided that there was foundational work that needed to be done prior to logo work. We are looking for the intersection with the leisure/travel brand and the business brand. We now have a monthly meeting scheduled. We plan to have a brand book outline and plan moving forward by September. In the future the goal is that our branding will be less reliant on our intuitive understanding of the brand and instead be written down for any staff or board to see. Gary, Wynn, and Morgan were the board members along with staff and our creative agency Buttery. We worked to develop our brand pillars that not only make this place special but where we can win against our competition. The most urgent step is to take a look at the business brand. There is a video series that is funded by the REDI grant and is set to start filming in May. Due to grant stipulations, the video has to be done by June. Morgan and CBMR are also working on a similar project for the resort. Morgan is seeking approvals on sharing their whole branding piece with TAPP as soon as possible. Mike Horn from Buttery has also been doing some of this work with Western.

### **Winter Airline Results and Summer Schedule**

We are going to lose 35k to the airline program this winter. This is very low compared to previous years. The RTA is exploring daily Houston and daily Dallas next winter. Denver will be 2 to 3 times daily. There has been discussion about where else we could go. John in particular pushed for building the Denver service as best as possible. Out of Air Command came that they want to push the air planners to go to United and see what is feasible and this likely wouldn't be until 2021. This program could be grant funded but must include a new direct flight. CBMR is interested in Chicago, but again air planners are looking at feasibility. For summer we got an extra month of daily Houston service. This is a huge capacity increase for summer. Load Factor is trailing slightly in pre-bookings for summer because of this capacity increase. 1500 extra inbound seats in June from Houston.

### **DMX/Lodging Tax**

DestiMetrics is not accurately predicting LMD collections this year. In the past DMX has been great at predicting LMD collections. This winter, DMX is showing generally down, but LMD has had huge increases, as of February YTD up 18%. We think this could have to do with STR and differing habits of Epic pass holders. Gunnison seems to be struggling and not seeing the same Vail bump. We are looking into new software from Inntopia that crawls AirBnB and Homeaway websites to get a DMX style report that includes STR.

### **PR Results and Outlook**

From January-March looking at Cision, our media values are up and web presence is up. Reach, or print presence, is flat. We had some great media pickups in the Wall Street Journal, Big Life Magazine, Outside, and Elevation Outdoors. Andrew has plans for media trips in coordination with the Colorado Tourism Office, Junior Bike Week, Crested Butte Center for the Arts, the Adaptive Sports Center, and a potential Trail Running FAM trip.

Andrew has a meeting with Scott Morrill of the County's Emergency Management team. They will be going over a Crisis Management and Communications plan so that we can be better

prepared in the event of something like a wildfire. There is a document from 2014 that needs updating. Andrew will take this plan and then tweak it based off of the Colorado Tourism Office's Crisis Communications Workshop in early May.

Andrew has been working with the Cathie Pagano at the County to help develop communications plans for the 4 strategic focuses of OVPP. Andrew has had meetings with Community Health Coalition officials, the GVRHA on affordable housing projects, has involved himself in the STOR committee, and is staying up to date with the activities at the ICELab. The hope is to inform the community of all of the great things that are coming out of OVPP.

### **Grant Committee Update**

This year, there is a compressed grant cycle because of ICELab uncertainty and the Mt. Crested Butte grant contention. We wanted to see how that shook out. Dan and Laurel ran two education sessions for grants. Probably about 18 people between the sessions. Made it clear that following the rubric is key. We used Emma Coburn's application as an example because she is tied up with World Championships this year and won't be having a local even this year. She was a good example because she followed the rubric very well. We have received a few grant applications and they all should be in by the end of the day. The grant committee will be going over these applications early next week to make decisions.

### **Vote on new Bylaws**

With the name and mission change we had to update the bylaws. You should have all received them a few weeks ago via email. We just need to vote on these changes.

Jennifer Barvitski calls for a motion to approve the updated bylaws. Gary Pierson motions. Morgan Bast seconds. All approve.

### **2019 Amended Budget**

The most up to date version of the budget came to all of you yesterday at 3:30. There are 2 main changes. First, the Economic Development line is the biggest change from the old budget. We expected September 1<sup>st</sup> takeover and plugged in an estimate not knowing what the cost would be. Economic Development expenses are now 4.5 x larger than what we expected. It is still only 14% of our total expenses. Another big change is that we have moved all of the app development into the STOR class when it lived in mountain bike before.

Morgan asked to help better understand our budget. Column A is our accounts. Across the top is all of the different classes. First 4 are income. Next four are operations. Next 3 are air classes. Next are project classes. Some of these that didn't work will be stripped away after this year. The last three classes are the new areas of focus from the county commissioners. We have a 3D budget so you have to look at it stacked up. The idea is that there are certain things that are spent across classes. Morgan is asking about a pie chart for all the different spends that we have. In the past that is included in the May update to county commissioners, staff will have that for this year. One issue with the pie chart is that so many of our spends cross over into multiple categories, so a pie chart might not fully represent what is going on. When we went to the county in November we had \$260k of unallocated funds because of uncertainty around winter marketing, ICELab etc. The county withheld many of these funds until we had a plan for it. We now have that plan to present to the County. We need to figure out when we ask for it.

Do we need to ask prior to our May meeting with the BOCC? John will be in touch with the County to decide what is best. Morgan raises questions about the cost of the app development. Could the money be better spent on direct marketing? What measures can show us its success? Could money be better spent on a brand development company to get our foundation into place? We plan to pixel the cbgtrails site with Arrivalist so we should know who has been on the website and then show up in market. Trails are very much our strategy and the foundation of what we do. Kelly has seen many customers come into Treads N Threads who have come back once they see the expansive trail networks in the app. The app development falls into many areas of interest for us. STOR because we are helping manage visitors in the backcountry. Western because Derrick is potentially hiring 3 Western students for the project. Economic Development because we could be building a new software company right here in the valley. On top of that, we are improving the visitor experience, and it is marketing our vast trail networks to potential visitors.

Jennifer Barvitski asks for a motion to approve the amended budget. Kelly moves to approve them as written. Gary Pierson seconds. All agree.

### **Other Business**

We are hiring a new content coordinator. We are ending our contract with Social FireKeeper as of May 15<sup>th</sup>. We have previously been more focused on the posting side and we want to bring a better focus on content creation to share on social media. Dan will be leaving in May of 2020 so we want to build up this position to potentially work towards a replacement to some of Dan's responsibilities. We are looking for someone that is very focused on getting out early and getting after it. We want to be able to have someone talented in video and photo creation.

Kelly was approached by the chambers in the valley and they would like to get our executive boards together so that we can all get on the same page for the summer. How can we get better communication between our entities? We probably don't need to send the whole board. We probably need to send John and some of the staff like Andrew and Laurel. Hope is to get this done before Memorial Day. Andrew will reach out to Ashley and Celeste to try and coordinate a time.

Jennifer motions to adjourn the meeting. Meeting adjourned at 9:36AM