

TA BOD Special Meeting Agenda
February 8, 2019
ICELab Conference Room
7:30am
Call in: +1 (641) 715-3580,,835905#



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

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

On Phone: None

Public: None

Roll Call

7:32 AM We have a quorum.

Approval of Minutes

Gary Pierson moves to accept minutes. Tyler Newman seconds. Approved.

Public Comments

None present.

Conflict of Interest and Confidentiality Policies and W9s

We do this every year in February after the BOCC appoints any new board members. We started this with the “new” TA in 2015. If you have a business that provides a service to the TA or at this point also with the ICELab, you just need to disclose this. This doesn’t mean you can’t work with them. The Confidentiality agreement is to acknowledge that Executive Session or a meeting which we don’t have a quorum is private until the minutes are approved and made public.

New Mission and New Name

First, some background on how we ended up here. Western was losing interest in the ICELab and the BOCC wanted to keep it going. In the last Accelerator, two of the businesses got six-figure-plus investments. The Commissioners could have taken a portion of the funds in the LMD and funded a “new” ICELab business. Instead the commissioners have decided to trust us with running this business.

This ICELab acquisition aligns with the added roles from the BOCC to focus beyond tourism to Sustainable Tourism and Outdoor Recreation Committee, Western and Economic Development. With these new roles, we need to update our name and mission to reflect the true nature of our work. Getting the mission right is a good place to start. Morgan Bast questioned how we can better state the goals? We have had a specific goal of growing market share against the DMX set for revenue from overnight visitation. For economic development, the 5-10-7 goal is the main goal that we are trying to attain. We need to make this mission uncomplicated enough that when the public reads it, they can quickly extract what we are trying to do in general terms. We can't craft a statement that is too lengthy and doesn't translate for the common man. We need to keep it broad enough that we can grow within it so that we aren't restricting ourselves in the future. The uses of the LMD are pretty much exhausted so they can't add more here. The county could however get funding to us in another way outside of the LMD. Our primary focus is still Tourism secondary goal is entrepreneurship piece. STOR is a part of tourism, it is not a separate goal. Without tourism, the LMD goes away and there is no money for anything. As far as using a "pie" chart to divide up the spend on different areas of focus, we are shying away from that so that every dollar is competing with every other dollar on the opportunities that come before us. We don't want to be held to a spend in a certain area if there are better opportunities elsewhere. Instead of being held to percentages of spend, can we be judged on performance outcomes? We have been pretty good at data driven decisions and showing how we are impacting tourism, STOR, etc. We have some significant work on how to measure the economic development piece. Is success how many businesses are funded after the Accelerator? We would like to address each of the areas the BOCC has tasked us with and have an emphasis on the Tourism piece.

For the name, we want to emphasize the Tourism piece while also tying in the new responsibilities. We would also like to make it different from other existing entities like OVPP so that there isn't confusion. Tourism and Prosperity Partnership (TAPP).

After much deliberation, the board settled on....

Tourism and Prosperity Partnership

The mission of the Tourism and Prosperity Partnership (TAPP) is to leverage Local Marketing District and grant monies to grow overnight visitation revenues. TAPP will also diversify and develop our economy in a sustainable manner through leadership on the Sustainable Tourism and Outdoor Recreation Committee, support for Western Colorado University, and creation of entrepreneurial opportunities (e.g. ICELab). As such, we will grow prosperity and opportunity for Gunnison Valley residents.

With a new name and mission, we will have to develop a new logo. For this purpose, Kurt moved to create a marketing and branding subcommittee. Wynn, Morgan, and Gary with staff will be on the committee.

ICELab Update

Catapult Accelerator sold out and is full, we actually ended up taking 4 companies instead of 3. It was announced at OR and got some great attention.

Local Accelerator has applications open.

The café was going to be run by Western through May. Now it is the end of February. We have been in contact with Sodexo about opening it up. We are hoping at the minimum to get it through the end of the school year with Sodexo. We aren't sure who the right partner is. We have had a number of conversations with outside people and have had some sense of excitement about us taking it over. One piece is the opportunity for events, receptions etc. and that could be what floats the business that takes that over. Gary Pierson and John Norton will meet with Sodexo to hopefully hammer out a deal. Gary would like to add that one piece that will help the café is to make it more student friendly. Having a space that students feel welcome will make the café successful.

We will put ads in the paper for ICELab Director in the next week.

The Small Business Development Center is a piece that we as the TA has passed on. Paula Swenson wants to take this on under the Gunnison Chamber. The SBDC out of Denver is not going to interview candidates until they decide where it is going to go as the geographic boundaries are changing. It used to be that this area covered the Arkansas Valley through to Delta. Gunnison was a geographical center. The new geography will be Gunnison, Montrose, Delta. Montrose will now be in the center and we wouldn't be surprised if that is where the new main office goes. We have spoken to them and offered up the ICELab as a place for their activity, although it would not be under our purview.

June Strategy Retreat Scheduling

June 5th and 6th has been settled on.

Communications Plan Review

Andrew developed a communications plan to help better inform the community of our work. There is an editorial calendar that will help to inform the public on specific pieces each month. In addition, we will move to send more regular updates to the board so that we all have the same talking points.

The last piece is a document on local stakeholders. Board and staff will be assigned to specific relationships so that we are better informing the community of our activity.

Other Business

Do we want to do a DBA for the name change? John will bring it up at the BOCC meeting to see what the best way forward is.

Summer/Fall grant cycle will happen in March prior to our next board meeting. With the ICELab acquisition, we are just trying to figure out how much funding we will have.

Meeting adjourned 9:57 AM.