



TAPP BOD Agenda
7:30am, July 29, 2020
Zoom Meeting

Directors in Attendance: Kurt Giesselman, Kelly Osness, Wynn Williams, Gary Pierson, Jennifer Barvitski, Kelley Baer

Staff: Bryan Boyle, Jeff Moffett, Andrew Sandstrom, John Norton, David Assad, Tanner Whiteford, Katy Mooney

Public: Celeste Helminski, Darcie Perkins, Bill Ronai, Bill MacFarlane, Lauren Koelliker, Mark Schumacher, Sierra Bearth, Wanda Bearth, Candice Bradley, Ted/Taylor Park Trading Post, two additional with no names

7:32 AM Call to order and roll call

Kurt Giesselman calls the meeting to order. We have a quorum.

Kurt asked Bryan to introduce new staff members prior to public comment. Kurt asked that the general public queue in the chat section so that we can get people lined up to speak.

Katy Mooney and Tanner Whiteford introduction-Bryan Boyle

Katy Mooney is replacing Daniel Kreykes as Marketing Manager with TAPP. Tanner Whiteford has started with the ICELab this month. Both are Western graduates.

Public comments

Seeing no comments in the chat section, Kurt moved to the next agenda item.

TAPP Focus. \$\$\$ resources spent on COVID since mid-March-John Norton

We hadn't taken the time calculate the percentage of our time in the COVID recovery efforts prior to the BOCC meeting. As follow up, we were asked to calculate TAPP's costs in the Covid efforts. We have seen about 100k in staff time. Andrew Sandstrom with most of his time spent there as well as Darcie. That has diminished over time. Our hard costs are about \$10k in costs. Those include ads, postcards, newspaper, design work etc.

LMD Tax Collections and Outlook-John Norton

LMD tax collections decreased only 6% for the year through May. In speaking with Linda Nienhauser there was someone that came in with a late payment from 2019 which improved 2020's numbers. For June, anecdotally, it looks like we have seen some good recovery. Town of Crested Butte sales tax in June were down only 4%.

In terms of the Outlook, we rely on Destimetrics (DMX). With an industry wide shift towards the Short Term Rental (STR) market, DMX has done a poor job of predicting tax collections. We have however seen that our lodging properties are bullish in their price increases. We also have seen that our recovery has been more robust than most of our competitive set.

Lodging price increases

- July, +9%
- August, +6%
- September, +28%
- October, +3%

Airline Performance-Jeff Moffett

We are doing pretty well in air in comparison to others. We don't rely on international and conference business as much as some of our competitors. For summer, we are down 63% but not as bad as some others. For winter, we have flights loaded and are currently sit at about 60% of last years passengers booked. There has been some research with MIT that shows that likelihood of getting sick with COVID is very low on airlines.

Business subgroups Update—John Norton

Subgroups do continue on with fewer groups. Loren Ahonen has started as the recovery coordinator for the county and continues on the subgroups. John and Andrew also spent a fair bit of time with Cattlemen's Days to work through their event approval to continue on as the longest continually running rodeo. They have been approved with a spectatorless rodeo.

Municipalities-John Norton

Anecdotal reports are that the rebound is not as robust in Gunnison and Mt. Crested Butte as it has been in Crested Butte. Mt. Crested Butte has discussed using their admissions tax funds to market themselves. We would support that if they feel they can fill beds in Mt. Crested Butte better than we can. We have always targeted Mt. Crested Butte with our grant funding. Lauren Koelliker corrected that Mt. Crested Butte was considering a portion of the Admissions Tax fund be used for only marketing Mt. Crested Butte, but not all of it. Kelly Osness used her Gunnison business as an example in that July was the best in her store's 20+ year history. Celeste Helminski of the Gunnison Chamber reported that she has heard more mixed reports from Gunnison businesses.

Trails messaging-John Norton

Our marketing through Covid has been mostly in-state. We have continued to build on five years of success in trails messaging. This puts us in an advantageous spot in the time of covid. Trails have been extremely busy. Our trails message over the last few years allows for social distancing. In comparison, to say Telluride, they are still stuck at 50% occupancy and do not have any of their events which are typically a big chunk of business.

CBGTrails and TerraQuest-John Norton

As a large portion of our trails message, we worked on the development of CBGTrails. We are at the end of our contract with CBGTrails and will only have maintenance fees moving forward.

There now is a new functionality for turn by turn directions for routes. It will let you know when you have to turn where you do. The company has been leveraging this to help with virtual races.

Upcoming media visits—Andrew Sandstrom

End of March there was a Nordic ski and Fat Bike Media trip right before covid hit. We did see some coverage from that event. We saw coverage from Adventure Pro, Elevation Outdoors, and Ski Magazine. There was a lull in media interest during covid. We have seen an uptick starting in early July.

Hosted Brandon Perlman in early July, he writes with Town and Country, Travel and Leisure among others. He took the West Maroon Trail hike. Last week, we hosted Doug Flatt of Texas Lifestyles and did a fishing trip between lake and fly fishing. We have Pam Leblanc of Austin American Statesmen coming through this week doing a van life piece. Next week, we have Mile High Mama's coming in with the resort and I am helping with a guided mountain bike day for her and her family. For September, we have Luke Clayton who was connected via Three Rivers. He has a radio show and newspaper outlets that he covers. He has done some preemptive coverage prior to his trip. Unfortunately, he called yesterday and is having to cancel his trip.

Working on an early September larger media trip with Simbol Communications. Simbol is the PR firm who represents Hustle Bike Labs. As a reminder, Hustle is the company who makes magnetic bike pedals and is relocating to the Gunnison Valley after their participation in the Catapult Outdoor Industry Accelerator. We do have other gear sponsors onboard for this event. There is a brand new bike company called Sherpa Custom Mountain Bikes who is using this event as their product launch. They will be doing an ad shoot as well prior to the event. Greyp e-bikes, a European based e-bike company that is making inroads into the US. TerraQuest and CBGTrails will be included as well. As for the journalists on the trip we have early commitments from a number of them. Josh Patterson with Outside and MTBR. Shawn McCoy Editor in Chief of Gear Junkie. Nicolas Stechter of Robb Report, Maxim, Rolling Stone among others. Ryan Michelle Scavo of Elevation Outdoors. Tracy Ross with Outside, Red Bull. Tyler Benedict with Bike Rumor.

Local logo—Bryan Boyle

We noticed that our organization and work was not always being recognized with our current logo. We are now looking to have this local logo (top of page) so that all can better understand what the work that TAPP is doing. We will only use this locally. Outside of the valley it will still be the old one that identifies Gunnison and Crested Butte.

Local issues

High end camping and RV's

We talked internally a bit about the huge success of camping in the valley and whether or not there is a piece of the market that we can tap that market a bit. Jennifer Barvitski noticed how many high end campers and RVs are rolling through our community. As we know some of these campers are \$100k campers. Obviously, there is a big difference between tent campers and RV campers. There are RV parks in Blue Mesa, Almont, Taylor Park etc. We don't know what their

spending habits are. We need to better understand their spending trends. Are they paying for an RV spot? Are they spending money in town?

For next year, the STOR committee has supported the USFS movement to designated only camping spots. This will cause a massive reduction in campsites. How do we get our hands around our opportunities in the south valley? We need to understand camping not only for opportunities, but also to try and understand how we can manage the impacts of people coming and not finding a spot. We can't just turn them away. Instead we need to be the leaders in mitigating the impacts. If we don't help in some mechanism to understand where they can or can't go.

The other part that we were addressing is the large class A type campers that maybe do spend some money. Are there opportunities to get them closer into towns so they spend money? Jennifer will be the liaison between the staff and board on this research.

ICELab—David Assad

Incubator

We had great participation in the incubator even though it was all through zoom. It went for 8 weeks. All the teams were very strong. Erica Woodward of Crown of Folklore, she also runs a store on Elk Ave. She is working with NY City designers to get her kids fashion line off the ground. Things are a little slow going, but she is still going forward. The Shade out of CB South. They have just completed 25 of their products with different color aluminum poles that allow a shade in a raft. They hired Will Totten who is in his second year of his Western MBA. The last company is Hithr from Ky Hamilton. It is an app that plans events. Ky is looking after more funding to launch. Her beta of the app should be coming out in the next couple of weeks.

Accelerator

We have an accelerator planned for the fall. The incubator is for brand new companies. As always, our focus is on companies who export and bring money into the valley from outside. The Accelerator is here for more established companies with 100k or more of revenue already. We are looking for companies with at least 3-5 employees. Last year we had an invite only process and it went well. This year, we will be opening it up for applications. This will likely be September-November and will likely be completely virtual.

Other

Some of the work we have been doing with the Chambers and SBDC is to understand what are the goals of each entity.

We had a call with all of those entities so that we don't step on each other's toes.

- SBDC is here for new and existing businesses to grow and prosper. They are there for any business who needs free consulting in a specific way.
- ICELab is focused on companies that export and bring money into the valley. It is also here to make more high paying jobs in Gunnison County.
- Chambers are membership organizations and support local business with a focus on their members.

All of them are working to help businesses on how to grow and they are working to collaborate on these pieces. They have all agreed to work together so that they aren't scheduling educational events on top of each other. They also will not recreate the wheel by using the SBDC's resources that are already available.

Other discussion

Our spending will remain strong. Barring any closures we may have, we are planning as if we are staying in blue throughout this non-snow season. We are highlighting folks who are teaching mountain biking because there are HUGE increases in bike sales.

Executive Session 8:31 AM

Executive session is to talk about the feedback that we have gotten around the Norton's Notions that went out last week.

Close at 8:31 AM

July 31 7:00 AM Public Comment

Zoom Meeting

Directors in Attendance: Kurt Giesselman, Gary Pierson, Wynn Williams for first half
Jennifer Barvitski, Kelley Baer, Kelly Osness for second half

Staff: Bryan Boyle, Andrew Sandstrom, John Norton, Tanner Whiteford, Katy Mooney

Public: Trudy Vader, Dave Taylor, Kate Schmidt, Darcie Perkins Celeste Helminski, Darcie Perkins, Mark Schumacher, Roxie, Jennifer Kermode

7:00 AM Call to Order and Announce Ground Rules-Kurt Giesselman

At the end of our meeting on July 29th, there were some members of the public that expressed frustration about not having the opportunity to speak in the public comment period. We pulled together this special meeting in order to open up that opportunity. Kurt asked that we follow the below ground rules for public comment.

- 3 Minute time limit per speaker
- No Q&A with board members
- If your comments will mirror comments of a previous speaker, please state your support and do not repeat the previous sentiments
- Please be respectful of each other and everyone's time during the call

7:05 we have waited a couple of extra minutes to get everyone who wants to be in to be in.

Public Comment

Celeste Helminski-Introduced as Celeste of the Gunnison Chamber and was there as an observer.

Darcie Perkins-Darcie was there observing.

Dave Taylor-Dave Taylor is the owner of the Gunnison KOA campground which pays the 4% lodging tax, he is also running for County Commissioner. Dave expressed his surprised that there aren't any members of the Board of County commissioners on the phone. His main questions are around the finances and transparency of TAPP. David Assad did share the numbers from 2019 and 2020. He also has a meeting with John, David, and Bryan to go over the budget. He is concerned that there is a lot of contract labor in the budget. \$250kish for web design seems high and questioned if we should have a staff member. He also expressed concern over the staff costs at \$695k. Same with photo/video creation at over \$200k. Why don't we have a staff member doing that? In general, Dave would like to understand the numbers better and would like further explanation and review on transparency and where we are spending the money. Kurt reflected back that after Dave's meeting with John and David on the budget he can follow up should there be additional questions or clarification.

Jennifer Kermode-Speaking as a board member of Gunnison Chamber of Commerce. Her comment was that Celeste and the Chamber Board have worked very hard to keep businesses uplifted, positive and going during COVID. Currently, they are doing great and feeling up with business traffic. Gunnison County is very vibrant right now and TAPP should be promoting that. That needs to come from the top down and the Norton's Notions did come from a negative space and was counterproductive.

Kate Schmidt-Director of Sales and Marketing for CB Lodging. She was there observing.

Mark Schumacher-Owner of Three Rivers Resort in Almont. He expressed surprise to see that this was not a Q&A and rather that it is just a comment session. How do we get answers from the Board of TAPP? Kurt expressed that the best way to get answers is to go direct to the board. Kurt and Jennifer have both reached out to speak with Mark and have not heard back. Mark repeated his concern that he doesn't have an opportunity to ask questions. Kurt acknowledged that we can take questions and follow up later. Mark expressed concern that we are hiding and thinks that there needs to be more transparency. Mark cited an email from John Messner stating that he was going to reach out to the board about posting salaries. Mark has not heard back. Another upsetting part is that Mark has heard from the Commissioners that we act as an outside agency. Mark feels this is not the case in that the board members are appointed by the BOCC. The quarterly meetings don't post minutes until 3 months after the fact. This not right.

Paula Swenson-President of the Gunnison Chamber of Commerce. Paula has spoken with most of the board members and they should understand some of her concerns. She is concerned about the Norton's Notions article and the lack of leadership from the County and TAPP. Paula would like to know if there is going to be a public statement from the board. Is the board going to also put out a statement? Has the board come to an opinion on the actions and next steps for TAPP? Kurt stated that at the conclusion of this meeting they will go into another executive session and will come to a conclusion about their opinion and actions moving forward.

Roxie-Roxie state that she is sitting and listening doing some fact finding and understanding what the boards opinion is. Roxie Would like to give Mark Schumacher her minutes. Kurt agreed that we will finish the list and then pass back over to Mark.

Trudy Vader-Is on the ballot for the Board of County Commissioners and stated that she is here to observe. She also would like to give Mark her time.

Mark Schumacher second comment period-Two members of the public have given him time. Roxie told Mark that John was in her store 3 weeks before writing his piece. John wrote out of anger and/or fear and Mark expressed that he thinks that he needs to show some leadership. The board needs to make a statement. Mark stated that we need leadership in the county and Mark feels John needs some help as he seems stressed/emotional. He would also like to talk about the ICELab. Mark asked why some of the lodging businesses went out of business including Rockey River Resort and Lost Canyon Resort? The reason Mark stated is that they can't afford the property taxes. They have 7-8 great weeks that fills lodging and don't need help in that time period. Mark stated that lodges need help with the shoulder seasons. Why doesn't TAPP promote more of the off season? TAPP should be promoting the pike fishing in the shoulder seasons and the ice fishing in the winter. We need to spread out our lodging outside of the 7 weeks that are busy. We pat ourselves on the back for doubling the LMD. The reason for this is the "2500 room hotel" with the increase of Short Term Rentals. Mark cited that 10% of the homes are short term rentals in the county. Mark thinks we are doing some great things and are not doing so great on other things. He would asked that we be more open and transparent about the STR impact. He would ask that we don't hide behind an outside contract. He would ask that we be transparent in how we answer questions to the public.

Wrap Up-Kurt Giesselman

We have worked through everyone in the public. Kurt apologizes for the misstep in the last meeting. Kurt hears Mark about the dialogue in future meetings and we will work to have that in the future.

Kurt is calling into executive session for the board to have a conversation moving forward.

Jennifer Kermode asked about what type of business TAPP is. We are a 501 c6.

Kurt gave everyone his cell phone number and offered to speak to anyone at any time.

7:30 Close and move to Executive Session