

TAPP Board Meeting
2:00 PM, Thursday March 26, 2020
Via Zoom



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

Staff: Bryan Boyle, Jeff Moffett, Andrew Sandstrom, John Norton, David Assad, Daniel Kreykes, Darcie Perkins

Public: Bill Ronai, Candice Bradley

2:00 PM Roll Call-Gary Pierson

Approval of minutes

Tyler Newman moves to approve the January 2020 minutes, Kelly Osness seconds the motion.

Public comments

Candice Bradley doesn't have any comments. She is a town councilperson with Town of CB. Kelley Baer is sitting in for CBMR's seat on the TAPP Board until Morgan Bast's position is filled.

COVID-19 Reports

Andrew Sandstrom operating as Public Information Officer for Gunnison County's Incident Command.

We were asked to step in as the public information office with the county. Andrew has led that effort with support from Daniel and Bryan from the TAPP staff. We are leading the state in many ways and are sharing our reporting, and protocols around the state.

David Assad and Darcie Perkins are working on Economic Recovery efforts

Economic Task Force is being led by David and John Messner

About 30 people who are mostly in government and community leaders. The goal of this group is to find and explain resources or create resources for the business community.

Industry Subgroups are being led by Darcie

Getting feedback from business owners, managers, and leaders. We now have 9 subgroups. This is where we are hearing what the problems are and communicating resources that we know of. We are also getting an understanding of what resources they are looking for. We are communicating these needs back to the Economic Task Force.

Three main themes are coming up as issues

- Uncertainty on timing of reopening
- Financial strain on employees and businesses
- Losing their trained labor pool

Kurt found frustration in what businesses can and cannot do. What kind of feedback are you getting for those communities. The communication has gotten better with infographics etc. The trouble is that health orders were changing quickly. We have shared the infographics on the orders and that is getting out. Anyone is invited to these subgroups. If someone wants to know, join a subgroup. Darcie wanted to encourage folks to sign up for information by self-subscribing. They are getting both the meeting invites and they are getting emails for anyone who has subscribed. They can do that on the main www.gunnisoncounty.org/covid19 website.

John on Matthew's quote about how TAPP employees have been invaluable in these efforts. Second, that we need LMD money to open the economy as quickly and strongly as possible.

Return to marketing the valley

John's guess would be May could be a kickoff to marketing. This would target mid to late June arrivals possibly into July. That is a total guess. John is basing this on the 2 trillion dollar economic recovery bill being passed in congress. If we are closed for a month or two that money will only have to continue to go up. The economy is so crippled. Leisure travel is 12% of US GDP. herein the Valley that is a much bigger percentage. We don't see how we can stay closed for longer than that. John has asked the team to get ready to launch by early May. But we have to hold longer, we will need a big July. What is the drop-dead date for when can we turn this on and still have an impact on July? If it is the second week in June and we pull the trigger, will it work? We can look into Arrivalist to understand booking windows and target the markets that have those shorter windows. Jeff is working with Erik Niemeyer to build models on the disease path. No matter how you turn it or change it, April is the hump in peak hospitalization, peak number of infections.

We need IgG and IgM testing for herd immunity. While we can't wait too long to open, we also cannot do it too soon and look at having the same problems again.

Marketing Report

The new Marketing Manager position was offered to Katy Mooney. We had 30 candidates. Katy has been in Western's marketing and communications department. She is very smart, hardworking, outdoor enthusiast. We are excited to bring her onto our team.

TerraQuest Launch

Derrick's company, that made CBGTrails, launched a new app about an hour ago. It is what we use as a basis of our TrailQuest game. They are launching it nationally, but will need someone to buy it from them. We have built up his website, a press release, and his salesperson out of the ICELab. If he is as successful as we think he can be, he can build up his company. We wish

him well. We helped to launch his company in a significant manner. John will keep us in the loop on his success.

ICELab Incubator

A new incubator program was started a couple of weeks ago. We already have had Bill, John and Kelly as mentors in the program. Most of the TAPP staff will be helping with the marketing group for the incubator. We have 3 teams, 1 in CB, 1 in CB South, 1 in Gunnison. 1 software company, 1 outdoor industry product company, 1 fashion/costume company for children. The program is eight weeks long and we are in the middle of week 2. They all seem to be very strong founders. Everyone is very engaged. They seem like three winning ideas and people. Crown of Folklore by Erica Woodward is the costume designer. She would be selling outside of the valley. CB South is The Shade. It is a shade device for rafting similar to a bimini on a boat by Rob and Teri Harper who own Toad Property Management. Ky Hamilton is working on an app for planning events via social media without being on social media. The youngest generation is turning away from social media and so she is bringing event creation and sharing to those that are not on FB.

Catapult

It is definitely a travel restricted event. So, until we can open back up, we can't run it. We have been in touch with Active Interest Media and they are still on board. We are working to get more sponsors. Western has offered dorm rooms to house the teams. This will help to bring the cost down. This obviously would have to be in the summer.

Engineering school working on collaborations.

Tuesday night the Gunnison City Council decided to fund the ICELab with 40k for 2020. We have been told that CB and Mt. CB currently have no interest in economic development so we haven't pitched the north valley councils. If we are wrong in thinking there is no support, Candice, please let us know. Our goal is to go after companies that export and bring money into the valley.

Air Command

Summer Outlook:

Flights from Houston this summer are loaded with a June 20 start. Last year we started in early June and got clobbered with the guarantees. That doesn't mean that United is saying that this is when they will start, we will have to see what happens. 18,500 matching grant from Mt. CB. We have a \$37,000 marketing campaign combined. We feel confident about the June to early August service. These fares are very low priced.

Other

Jeff wanted to mention the self-reporting info, and please have people continue to self report. Daniel wanted to talk about the checks for over \$10k need two signatures. Dan would like to amend the orders during the COVID-19 to suspend that requirement and only need one

signature. Kurt would like to propose suspending that until June 1st. Jennifer said she could get eyes on it and Dan will list those checks over that amount when he does billing, but we will only need one signature. Kurt starts a motion to suspend the 2 signature requirement on \$10k or more until June 1st so that we don't have to have multiple board members in contact. Tyler seconds, all in favor.

Thanks everyone for the quick change in meeting time. Right now this is the world of staying nimble.

Meeting close: 3:12 PM