

TAPP BOD Meeting Minutes
7:30 am, February 24th, 2022
Zoom/In-person Meeting

Board attendees: John Norton, Jennifer Bartviski, Bill Ronai, Bill MacFarlane, Erica Rasmussen, Gary Pierson, Wynn Williams

Attendees: Steve Morris, Rachel Gearhart, Katy Mooney, David Assad, Janet Farmer, Marisa Maudsley, Jeff Moffat, Tanner Whiteford

- **Call to order, roll call- Bill R**
Bill does roll call and calls the meeting to order at 7:31.
- **Approval of 11/11/21 BOD Meeting Minutes- Bill R**
Bill moves to approve the 11/11/21 meeting minutes. Motion to approve from Jennifer, seconded by Gary. No comments, additions or deletions. All in favor to approve.
- **Public comment period- Bill R**
None
- **Financial Report- Erica**
Erica shares that staff is doing a good job managing a dynamic budget; it is in good condition.
- **Resources - Where we stand relative to original budget- Bill R**
At the time of the last board meeting in November 2021 we submitted our operating plan and budget to the Board of County Commissioners. We asked for \$3.4 million from LMD funds and got 3.2 million. Staff cut out \$200k and has continued on successfully as shown over the last two months.
- **Rady, Blister, Mountain Sports update- David, Andrew, John**
Andrew explains what the partnership is. Blister Labs, an outdoor industry testing lab, started at the end of November/early December. A major PR effort was made at the beginning, which has generally received positive feedback. We are working to refine measurements of success for this project. Recruitment and retention at Western are big ones. Anecdotally students have reached out and are very interested. Bill R says Jenni Blacklock has received a lot of interest from students nationwide about the program.

Andrew discusses the Mountain Sports Freeride team. It is the best example of synergy for TAPP's missions. We are integrating Western Colorado University and freeride athletes into our marketing in a variety of ways. These efforts are being tracked as well. We are always looking for opportunities to serve the tourism reach and Western. John, Bill R and Gary discuss the program.
- **Offsite- Bill R & John**
Bill R wants everyone to start thinking about topics for the offsite planning session.

When and where?

John mentions Trinidad because we are looking to start marketing gravel biking. We have a great product here and the sport is growing, which were factors when we started marketing mountain biking. John, Jennifer and Andrew discuss interesting things about Trinidad. We discuss choosing a date. Bill R talks about the demographic of gravel riders; they seem to be more affluent and older. Discussion of all the gravel riding in the valley and where it is.

- **Election of Officers- Bill R**

According to our bylaws elections of officers isn't mandatory if everyone who is currently an officer is prepared to continue and no one wants to compete. We will continue on with the same officers.

- **Board Terms- John**

John will get with Kelly about her terms since she was just traveling but everyone else is figured out.

- **Air Update- Jeff**

The airport is having a great winter season. Bookings are up 33% capacity over last year and sales are up 52%. The targeted 64% load factor is coming in at 66%. Three flights from Denver on weekends are back. We are asking United to extend the local fare past April. Discussion of airport and service capacity changes at GUC compared to other airports. We are not losing money and are doing well, but not growing as much as some of our peers. Bill R asks about load factors for competitors and there is discussion of flights to other airports. John says we might not have to pay the RTA at all this year.

- **2021 Wrap-up and Ski Season update – Andrew**

We made big progress in 2021. We consolidated TAPP's mission under one brand. Part of this was the launch of the new website in November which consolidated a few websites into one and launched new data dashboards. We saw double digit growth in the lodging tax every month, which is our number one priority. We are outperforming our competitors in airline growth; it's been a great year after a flat decade. We also launched two major efforts with Western.

Denver and Dallas flights are performing well so we've put more focus there. We have been adaptable and made swift changes when asked of us. John clarifies the shift to Denver is flights from other places to Denver; it is targeting likely skiers and travelers.

Andrew discusses some things that didn't go as well. We didn't receive grant funding from Mt. Crested Butte to supplement marketing. We launched an early spring drive market campaign last spring that cost a lot and didn't perform well. The carbon credit program got cut short but generally wasn't performing as well as we hoped.

Our winter marketing has completely focused on air because the flight market books earlier, stays longer and spends more.

Overall ski season seems to be performing well in lodging bookings. November was up 42% and December 19% from last year. The LMD numbers will confirm.

Bill R asks for more detail about the data dashboards. Andrew is still tracking traffic but anecdotally people are reaching out and are interested. We are asking questions and

looking for feedback from the entities using them.

What kind of feedback is Bill M getting from the lodging community? He explains the data dashboards are gaining momentum; big players in Mt Crested Butte are getting involved. Lodging partners have been busy but are getting through and pacing above previous years. It's been a great winter other than staffing issues. He mentions that lodging partners are also concerned about LMD changes and paying attention to that.

- **ICELab Metrics- David**

The ICELab has been busy. We started going to Outdoor Retailer in 2021 to give our companies access to an outdoor industry show; it has been very successful. Pact and SheFly won innovation awards which is a big deal. Hustle won one in 2019. Glade Optics reached out to us and are potentially interested in moving here.

The inaugural ICELab fellowship program is going on with three participants. They are enjoying it and have asked if they can do it again.

The local incubator is going on now. The ten Moosejaw Accelerator finalists are being posted tomorrow (2/25/22). There was a lower number of applicants but overall better applicants this year. The top four will come to Gunnison in May and June.

The REDI Grant from DOLA is a grant the City of Gunnison applied for and asked the ICELab to help facilitate dispersing. The ICELab advisory board plus John are going to grade the proposals, which must be for capital improvement projects.

We are still working on messaging for being an outdoor industry hub. The marketing side of TAPP is helping with ICELab messaging now by taking on the socials and newsletters. We are working on starting a program at the ICELab for companies who have products that need to be produced. We want to streamline this process for them with help from an expert. Discussions of where space for this could be in the valley.

David shares ICELab metrics. Our goal was to create 20 jobs by the end of 2021; 33 were created. We have doubled our expectation for creating jobs that pay over \$50k (goal was five and actual is 10). Our goal for recruiting companies is one per year for six years starting in 2019. We are achieving higher than that goal. Three were recruited just in 2021: Clear Skies, SheFly and Pact Outdoors.

We have helped companies we work with increase their revenue at more than a linear rate.

Our 2021 goal for placing Western interns and grads was seven and 18 have been placed into local companies.

- **Other- Board**

None

- **Close- Bill R**

Monition to adjourn- Gary, Jennifer seconded. 8:35am.

- **Executive Session**