

TAPP BOD Meeting Minutes  
7:30am, May, 13th, 2021  
Zoom/In-person Meeting

**Board Attendees:** Wynn Williams, Bill Mcfarlane, John Norton, Gary Pierson, Jennifer Barvitski, Bill Ronai, Ericka Rasmussen, Kelly Osness

**Attendees:** Liz Smith, John Norton, Tanner Whiteford, Andrew Sandstrom, David Assad, and Jeff Moffett, Katy Mooney, Lauren Koelliker, Sally Johnson

**7:30 MST Call to Order and Roll Call**

**March minutes**

Bill asks for any corrections or comments on March Board of Directors minutes. Gary motioned to approve the minutes, Jennifer seconded. All approved.

**Bill asked for public comment**

None

**Finance Report**

David discusses budget and how we are on budget except for timing variances. The budget was adjusted for larger store spend. The carbon credit program and funding for National Forest Foundation were not in original budget but have been added. We are overall on budget and everything is as expected for the first four months. The audit is on-going, David and Katy had to send in a few final requests but there are no known issues so far and they're hoping for final report in the next three weeks.

**New position – Administrative Assistant**

Katy shares about Rachel Gearhart, TAPP's new administrative assistant who started 5/3. She is mostly helping Tanner and Katy with admin type tasks to free up their time for ICElab and marketing tasks. She has a writing background and we're hoping to move her towards doing more with blogs and emails.

**Air Update**

Jeff shares how we lost money from the Dallas flight over winter; flights were at 71%. Looking to summer advance booking reports show Denver doing well. The Houston flight is back this summer, June weekends. Seat sales are down. CommutAir is new to Gunnison. Strategic planning (also called strategic goals) from RTA: looking at a Austin to Gunnison point to point flight. The goal for leakage is 69%. There are lots of moving parts with the new GUC terminal, SWA at MTJ, Little Blue Canyon closure. The leakage study will be updated in 3-4 years. Jennifer asked a question about flying to Austin- Denver is the only place that flies there nonstop- is this the right market for air to be requesting? Andrew shares that we have begun a marketing push already just in-case it happens. Travel focus is on Texas hubs and CO. Erick asks if SWA in MTJ has impacted Gunnison and Jeff says there has not really been any affect.

## **Non-snow Marketing**

Andrew shares that the push for trails and drive traffic began the first week of April. May 1 kicked off the larger non-snow campaigns. The budget includes 20% Houston, 20% Front Range/CO (bikers and trail users), 60% based on interests and retargeting and is a mix of pay per click, social media, banner ads, pre roll. Bigger buys include Matchstick Productions mountain biking film (launch mid-June), a Billboard off I-70, Outside Magazine, Inkwell Influencer Campaign (we will have about 4-5 influencers for a couple story angles).

Carbon Credit Program- \$40,000 of carbon offsets, 9.3 million tons offset (community goal).

Corresponds to how many trails people use when visiting. We hope to get more engagement in the trails app. This has gotten a few PR pick-ups already. John asks about distinguishing visitors from residents in the app. Andrew answers that users must create a login with their zip code.

Andrew shares about PR updates: working with STOR to get info on designated camping ahead of people arriving.

Sally asks if local stores have information and what to do for people who don't have cell service when they can't find a spot. Andrew answers that there is hesitancy to give out information and that we want to create a cohesive message and take measures such as STOR core workers at visitor centers to share info, putting signs about camping up, and improving on issues with rule breaking. Andrew shares that the Forest Service can enforce rules (ticket, make you move). So that people don't have a bad experience and not want to come back as many options as possible should be given about camping. Discussion on vans versus tents for camping. Jennifer asks about coming up with a temporary solution for camping with the town. Andrew discusses having signage/people present to catch people beforehand. Ericka suggests we learn from other STOR connections. Andrew discusses that a reservation system can't be in place until amenities are installed and this is a goal for next year. Press trips are also coming this summer.

## **ICELab Update**

Tanner shares there's been a 32% increase in revenue compared to last year and web visits are up 150%. We want to establish awareness in the community about the ICElab through marketing by explaining what it is, who uses it, and why it exists (services provided). The local incubator has been finalized: Yama Hot Springs, Oh Be Joyful Bags, Pact. The Moosejaw outdoor accelerator is in its second week and Pact, She Fly, Half Moon, and Spruce are involved. Everyone is very engaged. One goal is to establish the ICElab and Gunnison as a top accelerator host to get more people to utilize our resources and convince one of these companies to move here. Tanner, David, and John going to Boulder next week and the companies involved will be in Gunnison at Western for the next five weeks.

Some updates on other ICElab users include: Campfire Ranch kicked off their summer season on 5/10 and has hired manager to help out.

Pod Bivy is seeing strong revenue growth.

Beacon Guidebooks is growing.

Pact intends to set up their headquarters here.

## **Collaboration with Mark Walter**

Bill asks how to engage him more with helping the Valley and if we could get an audience with him or organization?

Ericka says to talk to his wife and that he loves all the things we stand for here (outdoors). We should find out what his next steps in the community are.

Bill suggests pulling resources with other organizations.  
Gary mentions the change in Western leadership to be aware of.

### **IOOF Park**

Jennifer says about OCC granted money to look at helping IOOF park (by Twisted Fork) work with the city on messaging via an art installation. The city asked TAPP to join a meeting about the art installation (hopefully involving trails, mountain biking). TAPP is very interested if this aligns with our message. The city, Center for the Arts, and building owners are all involved.

### **What is TAPP?**

John shares about reestablishing guest editorials after COVID stopped the project. Hopefully we can have a guest editorial in both papers in the next few weeks followed by Andrew sharing about tourism. David will share about the ICElab and tourism. The goal is 3-4 editorials every other week for a couple months.

Andrew shares that the goal is to give the community a full picture of TAPP, continue outreach to officials and the public, compile and improve resources, give the community more access to data we have, and create more understanding of what we do.

Wynn brings up there are new things to communicate about what we do.

### **Retreat Update**

Bill shares about the retreat, which will begin June 10 at the ICElab. There will be an evening activity followed by a morning session with a possible board meeting. John and Bill will get an agenda out. Bill asks for possible topics for discussion.

Erika suggests storytelling, strategic planning, and where to go from here.

Discussion about past retreats.

Discussion about upcoming bike event. Kelly shares how she asked the person running it about the event and offered her store as packet pickup and to help

Wynn brings up the new GM at CBMR. She is taking over on June 7.

### **Gunnison Valley Lodging Association**

Bill shares about forming a lodging association to align lodging partners and stakeholders, promote tourism in the Valley, and how it could serve, support, and advocate. The goal is to have voices from Gunnison, Almont, CB, Mt CB and get a board together. Future hopes include working with TAPP, promoting tourism, and creating a guest service training program for continuity

### **IOS 14 Update**

Andrew talks about the Apple IOS update. Apps will ask if they can track your activity which will have implications for gathering data. Arrivalist will be affected a lot by this. We are monitoring the situation.

Jeff says it's very gray and we're not sure if it's an opt in or opt out. We think data on Arrivalist will be calibrated differently, targeting for social media will probably change, but all the implications are not set in stone currently.

**Bill motions to Adjourn, Jennifer seconds. Meeting ends at 9:25.**