

TAPP BOD Meeting Minutes
7:30 am, May 19th, 2022
Zoom/In-person Meeting

Board attendees: Bill Ronai, Gary Pierson, Erica Rassmusen, Bill McFarlane, Kelly Osness, Jennifer Barvitski, Wynn Williams

Attendees: Hedda Peterson, John Norton, Andrew Sandstrom, Rachel Gearhart, David Assad, Jeff Moffat, Alec Lindeman, Scott Clarkson

- **Call to order, roll call- Bill R**

Bill R calls the meeting to order at 7:31 am. Bill does a roll call of board members. Andrew introduces the visitors.

- **Approval of 2/24/22 BOD meeting minutes- Bill R**

Bill R ask for approval of the 2/24 Board of Directors meeting minutes. Gary motions to approve, Bill M seconds. There are no comments or corrections; all are in favor to approve.

- **Public comment period- Bill R**

John welcomes Alec, a new councilmember in Mt. Crested Butte.

- **Hedda Peterson of Met Rec on Ballot Measure**

Hedda gives an overview of Met Rec. It is funded by property tax revenue. Met Rec has a dual mission: over the air television and supporting recreation. There is discussion of Met Rec's history and current operations. Met Rec is seeking a ballot measure in the north valley to help provide adequate access and responsible operation of the recreation amenities in the valley. There is a lack of field space in the north valley, causing strains on recreation use. Other recreation needs include developed rec, maintenance and operations, support for outdoor recreation and stewardship. There is a lack of a comprehensive budget to fund these needs. There is discussion of Met Rec's budget and whether the ballot measure is just for the north valley. About \$501,000 goes towards recreation but the needs exceed this number. The ballot measure would just be in the north valley. Met Rec believes it is well positioned to support these recreation needs and is seeking support for that.

- **Financial Report- Erica**

Erica shares that the audit is in progress and there is nothing of consequence with it. TAPP is in a good cash flow position. She gives kudos to the team.

- **BOCC Mid-Year Review- John, Andrew, David**

John explains TAPP's semi-annual review is coming up with the Board of County Commissioners and gives an introduction to the topics TAPP will cover in the review. He talks about how this March was the biggest month in our history. North valley lodges are increasing

rates and lengths of stay. The ski area was very busy. Summer is growing. We are adding gravel biking and continue to target trail users and millennials with our marketing. Restaurants and retailers say summer employment looks tight but are more hopeful than last summer. Bill M mentions businesses are getting lots of applications, but there's no housing for them.

Andrew discusses winter air. Load factors were flat but total seats were up. The RTA had minimal payouts. Andrew shows graphs about seats and load factors.

Andrew discusses stewardship updates. TAPP funded STOR 60k through the National Forest Foundation. We are the online presence of STOR. The CTO gave us a grant to create more content for other stewardship entities. We are integrating stewardship across our marketing campaigns to help visitors understand how to treat the public lands when they visit. John brings up how TAPP will be out of STOR if the LMD changes with HB 22-1117 pass. The commissioners would hold the funds out of TAPP and put it into STOR. TAPP would continue to work with STOR to integrate their messaging online.

- **Summer Marketing Update – Andrew**

Andrew shares summer marketing is underway. Much of the focus is on long-game content distribution. Example: Born from Junk. We are promoting gravel biking now. Bill R mentions discussing the demographic of gravel riders. They are road bikers who want off the road, aging mountain bikers and a niche market of adventure riders/bike packers. Andrew discusses flights. GUC has three daily flights from United. There is a new unique service from JSX with a Dallas flight and Austin stop over. Seats are up around 65% from last summer. GUC is the only mountain destination airport with increased seats this summer.

- **Mountain Sports/Western Update/ Rady-Blister Update- Andrew**

Andrew talks about the big focus on WCU in marketing. There is strong synergy across marketing messages with the skiing freeride team and tourism. TAPP has done a couple of big marketing buys with Teton Gravity Research, Inkwel and Buttery for this program. John says mountain spots students have stronger retention (94% retention for freeskiing, 75% for the rest of school) and a higher GPA. Wynn asks how many students are in the program and how much we spend on each student. Gary says there are 125 athletes in mountain sports and 60 in the freeride program. We spend about \$3,000 per student. Andrew says a lot of our marketing spend for this program also feeds tourism marketing as it helps promote the ski area and the valley.

Jeni Blacklock will present about Rady to the commissioners. John discusses the Rady project. The Rady school is competing with major engineering programs and has launched the world's first outdoor engineering program. Jennifer says Gunnison High School is starting to get involved at Rady too.

- **ICELab Update- David**

David explains we have met or exceeded every goal every year that the City of Gunnison and the county have set for the ICELab since 2019; this year they've all been exceeded. This year was the first fellowship program with WCU students, four outdoor industry businesses were in the local incubator, the Moosejaw Outdoor Accelerator is currently happening and the ICELab helped the City of Gunnison facilitate a grant from DOLA. The ICELab has a vision of making Gunnison Valley an outdoor industry hub. The Outdoor MBA at WCU, Blister labs and the outdoor industry engineering program at Rady are contributing to this. The ICELab hasn't done much with manufacturing consultants yet but is working on it. It is still hoping to engage with investors and capital to help the companies here grow.

There is discussion among Kelly, John, Jeff, Alec, David and Andrew about how to approach recruiting companies to Gunnison Valley in light of the housing crisis. They discuss how these goals were set by the county commissioners and how diversifying the economy helps in the short term and long term.

- **Air Update- Jeff**

Jeff discusses JSX and the Austin flight, which GUC is excited about. The JSX service will likely pave the way for more opportunities. There is a 45%-60% increase from last summer. In winter there was a mid-60s load factor. The Dallas and Houston flights caused no payouts from the RTA in April.

- **Other- Board**

Andrew shares about TAPP sponsoring the CB Chamber port-a-potty program. We will print maps to go in port-a-potties to help visitor experience. The LMD changes will allow TAPP money to be used for trailhead bathrooms if the BOCC decides to. Bill R gives a thanks to the TAPP staff. Gary mentions another donation from Paul Rady for the mountaineer bowl.

- **Close- Bill R**

Bill R asks to adjourn the meeting. Erica motions, Jennifer seconds. Meeting adjourns at 9:15am