

TAPP BOD Minutes
7:30 am, Aug 18th, 2022
Zoom/In-person Meeting

Board attendees: Erica Rasmussen, Bill Ronai, Wynn Williams, Jennifer Barvitski, Bill MacFarlane, Gary Pierson,

Attendees: John Norton, David Assad, Rachel Gearhart, Andrew Sandstrom, Katy Mooney, Jeff Moffat, Brad Baca

- **Call to order, roll call – Bill R**
Bill calls the meeting to order at 7:30am. We have a quorum.
- **Approval of 5/19/22 BOD meeting minutes – Bill R**
Bill R asks for approval of May minutes. Erica motions to approve, Gary seconds. There are no comments, additions or corrections. Approved.
- **Public comment period – Bill R**
None.
- **Financial Report – Erica**
In May at the last board meeting the audit was in progress. The audit is over and is good. The budget is in process now.
- **Western – Brad Baca**
Everyone introduces themselves to Brad, the new president of Western Colorado University (WCU). Bill R asks for general updates about WCU. Brad started July 1. His goals include creating a new strategic plan for WCU, access and affordability to higher education at WCU, housing in the valley, employee engagement, student experience, emphasizing Western's location as something that makes it unique and academic programs that set Western apart. The group discusses turnover rates at Western. Bill R asks about the change in demographics of college students and the decline in the population of college students and how WCU will address that. Brad says Colorado/the southwest isn't declining and that a smaller pool of students to recruit from emphasizes the need to be competitive.
Bill R asks Brad what TAPP and the ICELab can do to help WCU. Brad says getting students involved at the ICELab, funding support for WCU with marketing and mountain sports and helping once the strategic plan is made would be helpful. Bill M says WCU isn't alone with turnover problems; Vail and the school system are having issues as well. John and Brad discuss how Western's location makes it distinct. John and Gary discuss Mountain Sports enrollment. Group discussion of engaging WCU in the outdoors and TAPP's trip to Trinidad, Colorado. Gary brings up the Higher Learning Commission, which is a reassessment that happens every few years to ensure that the quality of programs and student outcomes are acceptable. There is discussion of changes to the admin platform the school uses. Bill R asks for other questions and comments. There are

none. He thanks Brad for coming.

- **Lodging Committee Update – Bill M**

Bill M says there is not a lot of updates for the lodging committee. Key Data has been a better platform to track data. Andrew and Bill M discuss challenges in getting all the lodging properties on Key Data. John and Bill M discuss how the lodging community feels about the LMD changes. July occupancy is down about 28%, but last July was the best July ever so when compared to pre-covid numbers it's good. There is discussion of numbers over the last few years and how last year was an anomaly of high visitation. Andrew brings up Book Direct, a widget on the website that allows visitors to search lodging from all properties and book with the lodging property. Wynn and Andrew discuss last year's August and September numbers. Bill R asks for more questions. There are none.

- **Air Update – Jeff**

United had three jets this summer. It was a 39% increase from last year and a 34% increase in sales. Houston was reduced to two days a week. JSX added more seats and days because 75% of the seats sold before the program began. They have also extended through September. The load factor was 81%. Houston had 44% load factor. Dallas was down 27%. Houston has the same daily jet. Denver will be twice a day, increasing to three in March. It is likely that JSX will add Austin. There is more discussion of 2021 being an anomaly year. John adds JSX is unlikely to have a subsidy cap. Discussion of JSX and RTA money and our marketing support from John, Wynn, Jennifer, Jeff and Bill R. Bill R asks Bill M when CBMR is closing in April. Bill M says probably first week of April but they may extend it. Jeff discusses JSX and strategies. Group discussion of the airport.

- **Summer Outlook – John**

John discusses lower visitation this year. Bill R, Bill M and John discuss if difficulties with service from last year could have had an impact on this year. They note that this problem wasn't unique to Crested Butte and Bill M says CBMR hasn't heard many complaints about that. Wynn says it is easier to attend events this year than in the past few years, so more people may be going to event-heavy destinations. Andrew brings up gas prices and how people might be staying local to save money. Wynn talks about how weekend travel families stay home if rain is in the forecast, and we have had a rainy summer. Discussion of fall bookings looking good. Group discussion of LMD and sales tax numbers. Kelly shares that Main Street businesses are reporting that less people visited their stores but spent more money. John, Bill R and Andrew discuss how this is consistent with Arrivalist data and what other businesses have reported.

- **Marketing Update – Katy and Andrew**

Andrew shares we don't have all the summer numbers yet. We started summer with a few larger and long-range brand building buys. Summer was also focused on selling flights. The budget was re-forecasted, and the extra funds were used for the drive market. We also supplemented our summer mountain biking content with gravel and stewardship. We will have more numbers as the campaigns wrap up, but gravel is doing well. Stewardship

is not getting as many clicks. Katy shares some 2022 goals. We wanted to create more and better content for e-news, expand our socials to include Tik Tok and become more sophisticated with SEO, including on our social media and economic development content. Andrew shares the winter marketing plan. The focus will be a national flight campaign that might shift to drive based on booking paces. We will also continue to highlight WCU and the Mountain Sports program.

- **ICELab update – David**

Coworking revenue has been strong this year. The summer was busy. We raised rates between 10-20%. All offices and dedicated desks are full. David is on the search committee for the dean of the business school at Western.

- **Tanner’s Replacement**

Tanner took a job with Campfire Ranch and we are looking to fill his role. Tanner and an ICELab member recommended an applicant who could be promising. There are five applicants currently. The application window closes September 9. The position is contract and full time. The salary will be \$50-\$70k depending on experience.

- **Rady Entrepreneurial Focus**

Moved to executive session

- **Western Mountain Sports – John**

John shares that enrollment for WCU is soft, but mountain sports enrollment is up from TAPP’s marketing efforts. Andrew shares that WCU added a question about mountain sports to the application. 74% of students said that mountain sports was part of why they chose WCU.

- **Tourism Sales Tax Impacts – John**

Moved to executive session.

- **Other – Board**

Jennifer will send info about school bond to TAPP.

- **Close – Bill R**

Bill R adjourns the regular session. Wynn motions, Gary seconds. Meeting adjourned at 9:01am

- **Executive Session**