

TAPP BOD Meeting Minutes
7:30 am, March 2nd, 2023
Zoom/In-person Meeting

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

Attendees: Rachel Gearhart, Andrew Sandstrom, TJ Taylor, David Assad, Katy Mooney, Kendal Rota, Jeff Moffat, Bill Miller, Laura Puckett Daniels, Roman Kolodziej

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

Bill R calls the meeting to order at 7:30am. He does roll call and we have a quorum.

- **Approval of 11/10/22 BOD meeting minutes- Bill R**

Bill R asks for a motion to approve the minutes from the 11/10/22 meeting. Motion from Erica, Gary seconds. There are no comments, corrections, deletions. Unanimously approved.

- **Public comment period- Bill R**

Bill R asks for public comments and there are none.

- **2022 results - John**

2022 was a record year in revenue at about \$3.6 million. \$144k was withheld for spending in 2023; this reserve will help with any rough patches. The Gunnison County BOCC can take up to 40% of revenues. Bill and John are meeting with the county to discuss a plan for the new LMD uses and TAPP funds. TAPP is hoping to keep supporting some of the programs that are working. Gary, Andrew and John discuss Mountain Sports and the freeride team at Western Colorado University. The freeride numbers were lower than anticipated. John, Bill M and David discuss Outerbike coming to Crested Butte. Bill R reminds everyone that the new statute for LMD funds stipulates that money collected before 1/1/23 cannot be used for the new statutes. 2023 revenues going forward can be used for broader categories. The reserve money is also only available for the old uses.

Andrew and David have a slideshow outlining 2022 results. In 2022 we collected \$3.6 million in LMD revenue. Other mountain destinations are showing similar trends of rates and occupancies going down, which could affect revenues. Paid web traffic on gunnisoncrestedbutte.com is down, but organic web traffic is up 36%, which is 22% of the total traffic on the site. The Book Direct lodging widget allows users to search and book lodging on the site. It has yielded 12,000 lodging searches and 5,800 referrals to lodging websites. Bill M shares that this is a big win for the lodging community and he is excited about the numbers. Andrew shares about summer and lodging rates adjusting. He also shares about mountain sports at Western Colorado University, which is growing overall.

David shares an ICELab update. John and David are teaching a class at the Rady School called New Venture Creations. The Outdoor Innovation Funding Summit brought seven investors and seven founders to Crested Butte. The goal of the funding summit is to help GCB become an outdoor industry hub and solve the problem of outdoor industry companies raising capital. The

ICELab has met or exceeded all its goals for 4 years in a row. John asked David to explain the metric of “high paying” jobs. In 2019 a salary of \$50k was considered a high paying job. In 2022 it was raised to \$60k.

- **Financial report- Erica**

Erica shares that staff has four grant applications out and two collaborations with Western Colorado University. These compliment the budget and should have positive community impacts. The external financial audit begins this month. 2023 is slightly overspent but this is largely due to timing and not a concern.

- **Air update- Jeff**

Jeff shares that American and United load factors are up 2.7 points YTD. JSX is flying nonstop from DAL and AUS with 55% load factors and lukewarm results. Katy and Andrew and Jeff discuss when the AUS flight was sold. Fuel is up, pilot pay is up and fare is up, making air travel expensive. He expects that the RTA will have to pay the full payout on minimum revenue guarantee (MRG) rates, which will impact next winter’s capacity in terms of MRGs and service. 2021/22 was a peak season and growth since hasn’t been high. JSX is helping. Jeff, Jennifer and John discuss travel to the airport now and how load factor fluctuates. Jeff shares summer 2023 updates. Newer planes will fly to GUC and there is a new runway. Likely won’t have an American Airlines flight this summer. United is unlikely to extend its “Local’s Fare.” JSX also has a local’s fare but Jeff is unsure how it is doing. GUC will have a DAL flight 4x week and DEN 2x daily. Additional capacity is TBD. Jennifer and John discuss travel to the airport in the 90s. Bill R asks to come back to the air discussion to let Bill M give the lodging update (below). When the discussion returns to the air update, Jeff recaps that fuel costs are up YOY. John shares that fares are high even when booking six months out. He also talks about how having three to four flights from Denver a day is good for the airport. Jeff adds that it is good for tourism as well as locals and economic development. The access helps keep people here and bring in export dollars in the off-season.

- **Gunnison Valley Lodging Association update- Bill M**

Bill M shares that Book Direct was a request from the lodging community and they are pleased with the results. He then discusses Key Data, which tracks visitor data. Andrew and Bill M discuss that it is easier for the properties to use so more of them are participating, minus the chain ones. Bill M addresses Kendal, who owns a lodging property, to ask for her help with Lodging Association meetings. She agrees to help.

- **Steamboat retreat- John**

John discusses TAPP’s annual strategy session. Jennifer suggested Steamboat Springs to learn about the outdoor industry there. David met someone at the funding summit who can show everyone around. John asks the board and staff to look at their calendars for late summer.

- **Election of officers- Bill R**

Bill R shares bylaws about appointments and reappointments of board members. He asks for nominations for President, Vice President, and Secretary and Treasurer. Jennifer nominates Bill for President, Gary seconds; Bill is President. Bill R nominates Jennifer for Vice President, Kelly

seconds; Jennifer is Vice President. Bill R nominates Erica for Secretary and Treasurer, Gary seconds; Erica is Secretary and Treasurer.

- **Other- Board**

Bill R asks for other items from the board. There are none.

- **Close- Bill R**

Bill R motions to adjourn the meeting. Erica moves. Gary and Jennifer second. The meeting adjourns at 8:42am.

- **Executive session- Bill R**

Bill R moves to go into an executive session. Gary seconds.