

GUNNISON CRESTED BUTTE

TAPP BOD Minutes
7:30 am, Nov. 7, 2024
Zoom/In-person Meeting

Board attendees: Jennifer Barvitski, Kendal Rota, Bill Ronai, Chris Miller, Erica Rassmussen, Bill MacFarlane, Gary Pierson

Attendees: Rachel Gearhart, Katy Mooney, John Norton, TJ Taylor, Andrew Sandstrom, Wynn Williams, Amanda Wilson, Jeff Moffett

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

Bill R calls the meeting to order at 7:30 a.m. A quorum is present.

- **Approval of 8/15/24 Regular BOD meeting minutes – Bill R**

Bill R asks for a motion to approve the 8/15/24 meeting minutes. Kendal motions and Chris seconds the motion. There are no comments, additions or deletions. The minutes are approved.

- **Public comment period – Bill R**

There are no public comments.

- **ICELab Update – TJ**

- Welcome Ben**

- TJ announces that the new ICELab Program Manager, Ben, will start on 11/12/24. TJ describes the interview process and John adds that Ben was the best candidate.

TJ gives an update on coworking. The offices are full minus one large office. The ICELab will be able to renew the a three-year lease with Western Colorado University.

TJ talks about looking ahead to 2025. He is focusing on finding a warehouse space. There will likely be only one Outdoor Industry Funding Summit in 2025. TJ updates that he is still in contact with OEDIT about funding from the state for the ICELab.

The group discusses the benefits of having only one Funding Summit a year and how that could attract better companies for investors. John discusses how TAPP needs to focus on companies that will move here to achieve ICELab goals.

Amanda, Gunnison City Manager, shares that the city is developing an economic development plan. Chris asks for more details about the plan and who will oversee it. Amanda thinks it won't be the city. Jennifer asks if we're still looking for a Moosejaw Accelerator replacement, and TJ says no. The Funding Summit achieves the same goals as an accelerator and more.

- **Financial report – TJ and Andrew**

Andrew gives a finance update. The Board of County Commissioners has a budget work session on 11/12/24. 2024 LMD collections are pacing better than we thought. John adds that the Chambers of Commerce are asking for more LMD funds, which TAPP does not support. Kendal clarifies that only the Crested Butte Chamber is asking, not Gunnison. John gives a background on TAPP funding the Chambers. The finance committee will meet after the BOCC meeting to finalize the 2025 budget.

- **Durango retreat update – John**

John gives a recap of the TAPP board and staff retreat to Durango. The group discusses capital, demographics of visitors, public transportation and social issues in Durango.

- **Air update – Jeff**

Jeff shares an air update. Summer load factor was at 80%. Fall capacity has doubled. There are three trips a day this winter, and the Chicago flight is back. JSX is not flying this winter but will be back next summer. Jeff discusses upcoming schedule changes and avionics for planes flying to Gunnison-Crested Butte Regional Airport (GUC). Chris asks if Jeff thinks JSX will pull out of the valley altogether. The group discusses the different air carriers that fly to GUC.

- **Marketing update – Andrew**

Andrew gives a marketing update. Winter campaigns are in full swing. Our emails, socials and website are still seeing organic growth. Stewardship messaging accounts for 70% of social posts, 85% of stories, 91% of emails and web content. Andrew gives examples of stewardship content. Katy gives Danica Bona, TAPP's social media coordinator, a shout-out for her work.

- **RMBL/Rady Update – TJ**

TJ gives an update on our work with Rady and RMBL. TAPP is supporting two post-grads at the Rady School. Bill R asks about the outdoor industry Blister projects from the summer. Andrew says TAPP is not funding those projects anymore, but they're ongoing.

- **Other business – Board**

There is no other business from the board.

- **Close – Bill R**

Bill R motions to adjourn. Chris motions and Jennifer seconds. The meeting is adjourned at 8:56 a.m.

- **Executive session – Board**

The board and staff entered an executive session.