

TAPP BOD Meeting Minutes  
7:30 am, November 11<sup>th</sup>, 2021  
Zoom/In-person Meeting

**Board attendees:** Gary Pierson, Jennifer Barvitski, John Norton, Wynn Williams, Bill Ronai, Erica Rasmussen, Bill McFarlane

**Attendees:** Katy Mooney, Andrew Sandstrom, Rachel Gearhart, David Assad, Tanner Whiteford, Jason MacMillan, Lauren Koelliker, Jeff Moffat, Liz Smith, Mel Yemma, Troy Russ

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

Board does a roll call.

- **Approval of 9/16/21 BOD meeting minutes- Bill R**

Motion to approve from Wynn, seconded by Jennifer, no corrections, all in favor of approving.

- **Public comment period- Bill R**

Bill R asks for any public comments; there are none.

- **Financial Report- Erica**

Erica discusses the current and future budget. The present budget had lowered summer marketing because of the shift to Western and STOR. The budget is still balanced even with these massive shifts and a quick summer pivot. The TAPP board has approved the 2022 budget. The LMD board has indicated it will approve the budget but that isn't official yet.

- **Western: Mountain Sports, Blister, and Rady- Andrew, David**

- Mountain Sports- Andrew discusses the Mountain Sports collaboration and how TAPP and WCU are working through proposals and details. We are looking to see crossover between marketing efforts with the freeride program and the Tourism Association. TAPP will oversee the marketing portion to promote the valley and the Mountain Sports Program.

- Blister & Rady- Andrew discusses the three-way contract between TAPP, Blister Review, and the Rady School at WCU and what the oversight will be.

- **BOCC budget approval- John**

John says the County Commissioners asked if David should spend his time making a venture fund and if a mountain sports athletic scholarship is a better use of the money. An executive session to discuss the budget was canceled and rescheduled. John says we need the venture fund.

- **Grant cycle applications- Andrew**

The grant committee's funding recommendation is 25k over budget but the asks were good and the committee recommends funding them. Andrew asks for questions. John, Andrew, and Bill R discuss some of the grant decisions, including raising the amount the Gunni Grinder requested and funding the Gunnison Growler through the National Forest Fund and conditions that come

with some of them, which are mostly related to data tracking. Wynn motions to approve grants, Gary seconds, there are no comments, Bill R moves to approve.

Wynn poses the question of if we should revise our grant process and possibly put stipulations on it to encourage new events and not become a line item over and over for the same events. Wynn, Andrew, John, David, and Lauren all discuss grants in the valley and how the different entities that give them can work together in their processes to maximize the grant money being given and possibly avoid everyone giving money to the same events/organizations.

- **ICELab Fellowship Program- Tanner**

The ICELab is developing a fellowship program for WCU students with Craig Beebe from the career services office. The application opens December 1, 2021 and closes January 1, 2022. The program will take up to 10 students. There will be a GPA requirement and references for students applying. The program will have biweekly networking meetings, one city council meeting a month, incubator involvement (one session per week), and will get them in front of existing companies, which drives TAPP's goal of creating more high-paying jobs in the county. The main point of it is to get potential internships for WCU students and provide them with real-world experience with startups. Tanner asks for ideas or questions.

Andrew brings up that part of this came from needs the accelerator and incubator businesses expressed.

- **Airline Report- Jeff**

Flight schedules are changing weekly. Airlines used to lock things out 90 days in advance but it's more like 30 now. Other regional airports are having similar problems to Gunnison Crested Butte. We went from 50,000 seats to 44,500 but are still up 32% year over year. Commutair isn't flying here anymore and Skywest and Mesa are flying regional jets. United tentatively agreed to keep doing the local fare. Relative to the winter before covid, we are up 20% in capacity and 8.6% for sales, but we need to be up more. Discusses trends of summer raising and changing in a way winter hasn't.

John reminds us that when we've had winter raises, we haven't sold it and have suffered because of it so 100% of winter marketing is going towards the air market this year. Vail will take care of the drive market.

Bill R asks for questions about Jeff's report. There are none.

- **Governor's Meeting Recap- Andrew**

Andrew attended the Colorado Governor's Tourism Conference. He said we caused a stir by turning off our summer marketing; people had lots of questions about it. Every destination like ours is short-staffed and having housing and worker shortages. A topic at the conference was placemaking- how we as Destination Marketing Organizations (DMOs) can provide resilience for our whole communities. An attractive place to visit is also a good place to live and study. We are already doing these things and are ahead of the curve. Travel trends are changing so how do we change based on those shifts? This is mostly seen in the 50 million free-range (remote) US workers. Remote workers are a huge opportunity but aren't the typical traveler.

- **New website discussion- Andrew**

Andrew says that the new website launched on November 1; there have been some hiccups, as

was expected. Most of them are around partner listings, which gave us trouble on the old site too. A partner listing is a listing for any business in the county that pays county taxes.

We are working hard to clean up the errors. The TAPP team will moderate new content in the future to make sure it is up to our standards.

Andrew explains that these issues were often caused by people creating a listing and then never updating it if they close or have changes at the business. We've created a form for partners to fill out which we believe will help with these issues.

Andrew and Jeff are working on data dashboards that will live on the industry page (which has tools for the local community). An SEO report shows pages per session are up 56% since launch, time on site is up 73%, and bounce rate (click back quickly) is down 41%, so people are engaging.

There is discussion about whether the Live section on the site should promote people moving here or working here remotely. Ultimately this seems like a big-picture discussion for the board. One of our missions is to drive recruitment and retention at WCU and create more high-paying jobs and this is the reasoning for the Live section.

There is discussion about the Live section and Bill M, Liz, Lauren, and Jason all share feedback and concerns they've heard from community members about inviting more people to move here in light of the housing crisis.

Tanner and David explain how this project merged four different websites into one. The Live section is for the ICELab and economic development which is made for locals too. It used to be primarily a local website but is now merged with the tourism website.

- **Community Compass- Mel & Troy**

This is the first long-range comprehensive plan for the town of CB. It is meant to raise awareness and create stakeholder awareness.

Troy gives an overview of Community Compass. It is a community planning tool, contributes to placemaking, and a decision-making process.

Mel and Troy ask for input from TAPP on what works well in CB, concerns about the future, opportunities, and challenges.

John and Andrew share some of their thoughts

Bill R says that staff and the board would like to provide meaningfully input and we will reconvene as a smaller group about it.

- **Other- Board**

John shares that September came in very strong and thinks the year will close very strong. We will more than fulfill our promise to the county commissioners for \$3.4 million.

- **Close- Bill R**

Motion to end meeting. Gary, Jennifer seconds. Adjourned at 9:06am