

# GUNNISON CRESTED BUTTE

TAPP BOD Minutes  
7:30 am, Sep. 4, 2025  
Zoom/In-person Meeting

Attendees: John Norton, Noah Eckhouse, Meredith Zaltsman, TJ Taylor, Ben Engman, Rachel Gearhart, Liz Smith, Andrew Sandstrom

Board attendees: Molly Bond, Kendal Rota, Chris Miller, Bill Ronai, Jennifer Bartvitski, Lindsay Beltchenko, Gary Pierson

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

The meeting is called to order at 7:30AM. Bill R asks Molly Bond, the new Crested Butte Mountain Resort board member, to introduce herself. She gives an overview of her history with Vail Resorts.

- **Approval of 05/15/25 Regular BOD meeting minutes – Bill R**

Chris motions to approve the 05/15/25 meeting minutes. Gary seconds. The minutes are approved with no comments, additions or deletions.

- **Public comment period – Bill R**

N/a

- **ICELab update – TJ**

TJ gives an update on the Hub, the new ICELab property. The remodel is going smoothly and is on budget. ICELab has recently received money from OEDIT and Region 10, a sign that the relationships the ICELab is building are paying off. Tenants of the Hub will be exporter businesses that are interested in shared resources and infrastructure. Pact Outdoors, Beacon Guidebooks, Campfire Ranch, Nordjörk and Native Nectar are moving in day one. The group discusses the PR push for the opening, having an open house and the grand opening event. This location won't compete with the ICELab @ Western, which will continue operating as a coworking space. TAPP's goal with this space is for it to break even and be sustainable.

The October Outdoor Industry Funding Summit event was cancelled due to lack of investor interest and current uncertain economic times. The ICELab still wants to do a 2026 event.

The partnership with Outside is growing. Great Colorado Venture Fund (GCVF) summit, West Slope Startup Week (WSSW) and the Colorado Outdoor Industry Leadership Summit (COILS) are coming up. Region 10 and the Office of Economic Development and International Trade (OEDIT) visited the ICELab and the Gunnison Valley to learn more about the area.

The ICELab @ Western is flat year over year (YOY). The ICELab has the lease through May 2026. When resigned, it will be for one year rather than three. Western intends to take back the downstairs space and will give the ICELab more information in the spring.

- **Air update – Jeff**

Jeff shares exciting air updates. GUC went from two flights a day to three for Denver. Load factors are high, reliability is up and more locals are flying. Fall should see three flights a day. Load factor is tracking with capacity.

The group discusses next summer. Hoping for more Chicago flights. The FAA grant for DFW is still available. Chris asks how JSX is doing. Summer is doing well, but they have trouble competing in winter, so there are no winter flights.

Looking ahead to winter: United is pacing less overall, even with a capacity increase. The Chicago flight is increasing to more holiday flights and a robust spring schedule. DEN will fly three times a day all winter. Dallas is flying at their own risk, so there is no advanced booking data. Houston is back to flying seven days a week. The group discusses the competition GUC has from other airports. Most GUC leakage goes to Denver, not Montrose.

- **Financial report – Chris**

The budget process continues to get better. 2025 is \$380k under budget. This is mostly because of the ICELab and timing issues. Funds for construction will start being used now. Marketing funds are on budget for snow and non-snow. A special board meeting is coming up to discuss the 2026 budget. Numbers are projecting to be flat this year.

- **Western/RMBL update – Andrew**

Gary and Kendal share how impressed they were with the Rocky Mountain Biological Laboratory (RMBL) on the TAPP tour of the facility. The group discusses how RMBL can work with other entities in the valley.

Several student projects have created partnerships with RMBL. One post-grad is in the process of being hired for a job in the valley. The Chrest Foundation is giving RMBL \$75,000. Donors are providing \$20-\$30k in funding. Ultimately, TAPP's goal is for these programs to be self-sufficient and sustainable without us.

- **Marketing update – Andrew**

May and June were up 19%. The south valley had more growth, indicating that spring marketing is paying off. Unique individuals were up, but days were down. Summer had similar numbers. July was down and August was flat, but visitors stayed longer. Data is tracking with our goals.

Fall and winter outlook: Rates in October and September were up due to inflation. Occupancy is down 5%. Tax collections are up, but volume is down this fall. Last winter was down 8%. Very early data for this winter shows that rates are up about 6%, but occupancy is down about 3%. Low international visitation continues to be a problem for other destinations, but the Gunnison Valley has been fine since we don't have many international visitors anyways.

The winter marketing budget for 2025 has a \$100k boost to offset last year's downturn. Winter ads will start running earlier than normal to reach high-value, early booking travelers. Molly and the group discuss Vail Resorts involvement with marketing for Crested Butte Mountain Resorts. These include email opportunities, event activation and CBMR having a more prominent place in Epic Pass marketing.

Meredith shares about the work she's been doing to build influencer relationships. Reps from Garmin came out for Grand Traverse, which was successful. She is meeting with CBMR to put together a winter press trip.

Kendal gives feedback on how changes in hunting tags have affected the southwest end of the valley, particularly for out of state visitors. The group discusses new hunting tag rules and other issues. Andrew thanks Kendal for bringing this up so we can learn more.

- **Other business – Board**

John comments that TAPP is doing fantastic and meeting goals the organization has worked towards for a long time. The group discusses summer camping messaging.

- **Close – Bill R**

Bill R moves to adjourn the meeting. Gary motions to adjourn and Chris seconds the motion. The meeting is adjourned at 9:10am.