

GUNNISON CRESTED BUTTE

TAPP BOD Minutes
7:30 am, Feb. 20, 2025
Zoom/In-person Meeting

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

Attendees: Rachel Gearhart, TJ Taylor, Andrew Sandstrom, Katy Mooney, John Norton, Ben Engman, Alec Lindman, Caressa Holland, Bobbie Sferra, Marcus Martin

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

The meeting is called to order at 7:30 A.M. Bill welcomes Lindsay, a new board member. There is a quorum.

- **Approval of 11/07/24 Regular BOD meeting minutes – Bill R**

Bill R motions to approve the 11/07/24 meeting minutes. The motion is moved by Gary and seconded by Jennifer. The minutes are approved.

- **Public comment period – Bill R**

No public comments.

- **ICELab Update – TJ**

-Warehouse space update: The ICELab is in the process of negotiating the lease. The lease will be board approved before it is signed.

-City of Gunnison economic development plan update: The City of Gunnison hired a company called TIP to create an economic development plan. Some of the TAPP board attended a meeting with TIP. TJ thanks the board members who participated.

-OREC funding update: The ICELab will make the ask for these funds in March. These funds are for ICELab operational support.

-REDI Grant Update: The City of Gunnison applied for funds to go towards job creation and infrastructure. The ICELab collected the applications and was part of the review committee. Crested Bucha, Luna Bakery and Oasis Bar were the winners.

-Coworking update: We've seen a decline in monthly memberships, but there is high demand for private office space.

John adds that we have maintained a good relationship with OEDIT and credits TJ for building the relationship with Conner from OREC.

- **Financial report – Chris**

2024

- Income: \$18K over budget due to interest income.
- Expenses: \$230K under budget overall.
- ICELab: \$107K under budget in personnel and \$47K under budget due to the loss of MOA.
- Summer expenses: \$137K over budget.
- Digital media: \$100K over budget due to increased content creation spending but offset within the digital media category.
- Timing issues with some payments.
- \$380K under budget due to changes at Blister Labs.

2025

- Revenue: \$3.2M from LMD revenue, though there have been delays in LMD check processing.
- ICELab: \$120K under budget in January due to timing but expected to stabilize after February.
- Warehouse & Budget: Finance committee collaborating with TJ on the warehouse impact and ICELab budget. With current tenants (even without state funding), break-even is expected sooner than anticipated.
- Reserves & Budgeting: Reserve fund increased to \$300K, strengthening financial stability. Budget was initially prepared in August, then re-forecasted in December based on updated information.

- **June strategic retreat – Andrew**

Andrew has decided to have the strategy retreat earlier in the year to integrate strategic thinking into our budget. The retreat will probably be local and focus on economic development efforts. TAPP will have the TIP plan, the Red Lady study and Jeff's state of the community report as resources.

Lindsay asks about research we do about our competitive set. The group discusses how we collect and share data. Andrew explains that TAPP has gone off-site to learn from other destinations for retreats in the past.

Kendal asks what makes a “high-paying job.” The BOCC defines that as \$60k a year. The group discusses housing costs, how affordable housing costs are calculated and AMI.

- **Rady/RMBL Update – Andrew**

Andrew shares a presentation that the post-grads at Rady are working on. The projects include:

- Sensor suite
- Snow pack classification
- Drone weather station
- Trimble catalyst handle
- Snowpack ecology

Our hope is that this partnership will create more high paying science jobs in the valley. John also shares how the class him and David teach had eight kids the first two years and has 23

students this year.

- **Air update – Jeff**

Jeff shares an air update. Flight capacity is up 23%. Denver had a 100% completion factor and was on time 82% of the time in December and January. The group discusses how air service is up, but visitation is down. The Gunnison Valley is more a regional destination than national. Denver is our biggest market now. The group discusses why visitation might be down and talks about snow conditions. The group shares anecdotes about flying in and out of GUC.

- **Marketing update – Andrew**

Traffic on the site is up, but clicks are down. Flight bookings are up, but visitation is down. We suspect visitation is down because of the lack of capital investment at CBMR, people are going somewhere else, it's a low snow year, and political and economic factors. Marketing changes we've made to address these concerns include:

- Focusing on our core markets and conversion.
- Redesigned landing pages to emphasize lodging and flights.
- Sent extra emails in January to drum up hype.

January was the first decline in organic traffic we've seen in three years. The next topic is a survey from ski.com that ranked Crested Butte #20 for return scores. Andrew is trying to get more info about the survey. Bill M explains that Crested Butte is "not for everyone."

- **Other business – Board**

John says Crested Butte Mountain Resort has done a good job of getting the steeps open. Kendal shares that a meeting about a "one valley" approach to the chamber went well. TAPP's financial audit is starting soon. Bill R thanks Erica for her time serving on the TAPP board. Erica is happy to continue being an advocate for TAPP and the ICELab.

- **Close – Bill R**

Bill R motions to adjourn the meeting. The motion is moved by Erica and seconded by Jennifer. The meeting is adjourned at 9:13 A.M.