

GUNNISON CRESTED BUTTE

TAPP BOD Minutes
7:30 am, May 15, 2025
Zoom/In-person Meeting

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

Attendees: Katy Mooney, TJ Taylor, John Norton, Jeff Moffett, Heather Leonard, Andrew Sandstrom, Caressa Holland, Alec Lindman, Rachel Gearhart

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

We have a quorum. The meeting is called to order at 7:33 am.

- **Approval of 02/20/25 Regular BOD meeting minutes – Bill R**

Bill R asks for a motion to approve the 2/20/25 board meeting minutes. Bill M motions, seconded by Chris Miller. There are no comments, additions or deletions. The minutes are approved.

- **Public comment period – Bill R**

No public comments.

- **ICELab update – TJ**
- Warehouse/FlexSpace

The lease for the FlexSpace has been signed and remodeling permits were approved. Tenant interest is strong and new exporter companies keep emerging. The ICELab is hoping to move in in the fall. The group discusses that the leases for the new space will not be month to month like they are at the current space. Gary offers some information about Western's plans for the current ICELab space. Western will probably want the downstairs back next spring for campus programming. John shares that this expansion is filling a need the ICELab has been hearing about from companies for years.

- **Economic Development Commission (EDC)**

TJ is making the ask for a grant from the state today. The funds are designed to help organizations like the ICELab operate.

- Outside Festival

Outside Festival is at the end of May. The event includes brand activation, a music fest, speakers and a pitch competition called Outside Ignite. The ICELab was invited to be an official partner because of our work with the Outdoor Industry Funding Summit. TJ and Ben have helped with the vetting and review process of pitch competition applications. TJ will help coordinate judges and advise on the scoring process and feedback session for the pitch competition. TJ also discusses Camp Colorado – a booth for small Colorado brands. Campfire Ranch will pitch and be in the Camp Colorado Booth.

- Boulder event space

Gnara was invited to sell in a revolving retail pop up space in Boulder called Otto and Co in Q4 of this year. The retail shop has an event space attached to it. The ICELab plans to leverage this space to help other Gunnison Valley brands.

● Air update – Jeff

Houston

- March very strong, higher fare and low fuel = almost broke even
- Full season MRG shortfall dropped from \$641K to \$288K (cap is \$464K)
- Dropping Tuesdays helped
 - LF increased from 72.0% to 74.6%

Chicago

- 64.6% LF
- Full season shortfall of \$153K (cap is \$118K)
- Considered a good start and service likely to grow

Winter reliability performance

- 99.1% completed (March and April = 100%)
- 79.3% On-Time (<= 15 minutes)

Summer

- Capacity up 42%, sales up 29% (May – Sep, not including JSX)
- Houston similar weekend schedule
- Denver 3x May 22 to Oct 25
- JSX expanding service up 28%

April

- Success with 2 daily E175s (a year ago we were contemplating CR550s)
- 100% completed (80% on time)
- 58.3% LF

● Financial report – Chris

The budget is right on track with revenue and expenses. Expenses for the FlexSpace haven't started yet and that is the only issue with the budget. TAPP's audit was completed yesterday. We got a clean audit with no notes from the auditor. Chris has one recommendation – TAPP creates

a written policy for what we capitalize and expense and a depreciation list to keep track of assets. Bill R asks Katy to create a policy.

- **June strategic retreat update – Andrew**

Andrew gives an update on planning for the strategy retreat. Previously, we've gone to other destinations to learn. This year we decided to stay local. TAPP will look over the Red Lady Study and the State of the Community Study, spend time at the Rady School, and create an annual operating plan. Ben and TJ will also give an update on the outdoor industry. TAPP's hope is that the annual operating plan can be used as a tool for community outreach about what TAPP does and why. The group discusses TAPP's directive from the Board of County Commissioners about economic development efforts. Andrew explains that our goal is to try to diversify the economy away from tourism. Bill R explains that we track success and changes in economic development based on County approved metrics.

- **Rady/RMBL update – Andrew**

Andrew gives an update about the Rady and RMBL program. The program has provided opportunities for classroom integration, recruitment efforts, tours and exposure. Challenges the program has seen include shifts in leadership at Rady and Western and federal cuts for grants and funding. Despite the challenges, Gary shares that enrollment for incoming students at the Rady school continues to grow. Bill R shares that the program is helping the community, but our confidence level about its sustainability is being impacted.

- **Vail meeting recap – John**

Jonathon Houck, Matthew Birnie and John met with JD, Crested Butte Mountain Resort's (CBMR) GM, about a month ago. They discussed capital improvements and housing. The County told Vail they would love help with creating more housing. The capital spending conversation has been ongoing. John gives an overview of capital improvements in the last 15-20 years. CBMR has become a regional resort when we used to be a national resort. The general consensus is that CMBR has a lot of potential.

- **Marketing update – Katy & Andrew**

- **Winter update**

Katy gives an update on winter marketing. Visitation was down, likely to low snow. Hotel prices increased, but not as much as in past years. Air growth was mostly locals and second homeowners.

- Summer outlook

Katy says that summer visitation so far is soft for the Mountain West. Flight increases are mostly being driven by locals.

New for summer marketing this year:

- The campaign was launched mid-April.

- South valley promotions have increased.

- Push for spring MTB at Hartman rocks.

- Running a new campaign to get campers to book lodging.

Other misc. updates include:

- ICELab/Economic Development pages have been revamped.
- Increased engagement with new email subscribers with automation tools.
- Google changes around AI have impacted all websites, including ours. We are working with the changes rather than being afraid of AI.
- TAPP was able to connect with new businesses at the south valley Chamber Summer Forecast. Chris asks for some info about the Chamber. Andrew explains there are two Chambers, and we give \$25k to each to operate. The group discusses the new Chamber director.

Andrew shares some visitor data. We are seeing a downturn in visitation after a peak in 2021. Andrew shares charts and graphs that indicate rates are continuing to grow. He also shares that LMD collections vary by geography based on how the destinations report numbers. Chris asks if we have data that shows STR availability each year. Andrew explains we have a few ways to track that. Andrew also shares a graph that is LMD collections based on inflation.

- **Marketing Manager hiring – Katy**

Katy gives an overview of John stepping down, Andrew moving into the Executive Director position and Katy stepping into the Marketing Director position. The search was nationwide and drew in many good candidates, local and non-local. TAPP extended an offer to a candidate yesterday and will let the board know if they accept the offer.

- **Other business – Board**

N/a

- **Close – Bill R**

Bill R asks to motion to adjourn the meeting. Chris motions and Jennifer seconds. The meeting is adjourned at 9:55am