

TAPP BOD Minutes
7:30 am, Nov 10th, 2022
Zoom/In-person Meeting

Board Attendees: Jennifer Barvitski, Bill McFarlane, Bill Ronai, Gary Pierson, Erica Rasmussen, Wynn Williams

Attendees: Rachel Gearhart, TJ Taylor, John Norton, Andrew Sandstrom, Katy Mooney, Jeff Moffat

- **Call to order, roll call – Bill R**
Bill R calls the meeting to order at 7:31am. We have a quorum
- **Approval of 8/19/22 BOD meeting minutes – Bill R**
Bill R motions to approve the 8/19/22 minutes. Jennifer moves to approve, Gary seconds. No comments, deletions, questions. Minutes are approved.
- **Public comment period – Bill R**
N/a
- **Financial Report – Erica**
Erica shares that the budget discussion with the BOCC went well. Our budget should be approved later this month or early next month. There has been discussion of streamlining certain reporting to optimize team bandwidth. It had no unexpected variances. **To the extent there were any, they were merely timing differences.**
- **TJ Introduction – TJ**
TJ introduces himself. He is in his third week. He's a WCU alum and worked for Eleven and then Verde, an outdoor industry marketing agency. He has really enjoyed being at ICELab. John comments we had a strong applicant pool relative to last time we hired someone. The ICELab is gaining a reputation as a good place to work.
- **Moosejaw Outdoor Accelerator – John**
Moosejaw is happening again. Holland and Hart is a sponsor again too. They shared they spend more money on MOA than any other project or program. MOA gives them clients too. Gear Junkie might be back in too, which we hope will help get more applicants than last year. Bill R mentions Outerbike is coming back to Crested Butte.
- **Funding Summit in idea stage – Bill/John**
Bill R shares that David had the idea of an invite only funding summit as a way to address the ICELab's weakness in assisting incubator and accelerator clients raise funds. The concept is to invite around seven investor groups from Colorado and across the nation who focus on the outdoor industry and seven outdoor industry startups to bring them together in the Valley to pitch and build relationships. It will build the Valley's profile as an outdoor industry hub and create more contacts with investors to help solve

the problem of our startups raising money. The objective is to privately fund 50% of the budget, currently estimated at \$20,000. Gunnison River Partnerships and Holland and Hart have already agreed to be sponsors. The goal is at least one or two pitches from Gunnison Valley companies and five to six from outside companies. John said we need investors here because these young companies can't just go to a bank for money, and they need money. Katy asks why such a small percentage of the companies will be Gunnison Valley companies. John said the numbers could be adjusted based on the companies available. The goal of the summit is to attract quality investors. Bill R adds that some of the companies from other places might decide to move here. Andrew adds that David is working with other accelerator programs to get them to send their top companies here.

- **Board Seats – Bill**

Erica, Jennifer and Kelly's terms are up this February. All have volunteered to reup. Jennifer says she will step down if the board and staff have someone better in mind.

- **Budget Discussion, 2023, 2024 – John**

John shares about the budget for 2023 and 2024. TAPP requested a more modest budget this year to keep our programs going. Without the 6A ballot measure we would have budgeted to spend all the money we received in LMD collections. The 2023 budget will be \$400k or \$500k below LMD collections and will build our reserve to approximately \$2.5 million. 2024 will be first year the BOCC can take some of our funds. The reserve will hopefully keep things going once that happens. Andrew says that the reserve money was collected before the ballot measure passed so the reserves must be spent on the old use for LMD funds. TAPP has asked Rady and Mountain Sports to search for other funding sources to be prepared for a gradual reduction in 2024 and beyond. Discussion about Mountain Sports and Rady. The BOCC supports both initiatives but wants WCU to do more of the funding for Mountain Sports. Gary will talk to Brad Baca, WCU's president. TAPP is thankful the BOCC supports tourism and knows it's important. Discussion of economic development work being slow going. Jeff discusses economic development in the Valley. Gary gives updates about Mountain Sports.

- **Western Mountain Sports – Andrew**

TAPP asked for \$300k for Mountain Sports. \$100k for marketing, which TAPP will spend, \$100k for the freeride team and \$100k for the mountain biking team. Discussion of current Mountain Sports marketing measures and why TAPP thinks it's a worthwhile marketing spend. Jennifer and Andrew discuss a pro-skier who lives in the Valley. Mountain Sports recruitment was up 30% over last year. It's pacing ahead of WCU as a whole. Mountain Sports also attracts a higher percentage of out of staters, who spend more money to be at WCU. These athletes also have a higher GPA and greater retention percentage. 75% of Mountain Sports athletes said they chose WCU because of the Mountain Sports program. The BOCC knows it's working but wants more involvement/funding from WCU. Gary, Andrew and John discuss offloading funding from TAPP. John explains how we took this project because we thought it would work and now, we know it is. Gary discusses a grant he's working on for Blister.

- **Air Update – Jeff**

Jeff discusses JSX. They added 15 more flights to the summer schedule because their flights were 75% full before the summer began. They have 72 flights this winter that start on 11/18. Jeff isn't sure how/when they'll share data. We are also trying to get an Austin flight through JSX with the RTA. The RTA took a long time to meet to discuss this flight. Discussion of current Austin flight that goes through Dallas. Jeff also shares the findings from a survey the RTA did about the airport over the summer. Most visitors to GUC are from Texas, with California second. Visitors from Austin increased. Hiking and visiting friends and family were the number one reasons people visit. 36% of visitors stay in Mt. Crested Butte. 26% stay in the broader south valley. Visitors expressed overall high satisfaction with the airport. Of workers who use the airport, 75% are remote workers and 18% are locally employed. Remote workers used the airport 7.9 times in the last 12 months. There is discussion on why remote workers make the airport better for everyone. Summer's load factor was 68%. October was the same. November is already at 66%. Discussion of summer 2023. There is still a FAA grant for DFW available. Capacity is down 7% for Denver and Dallas, but JSX will probably fill that gap. Sales have been strong. Discussion of how the RTA should have met sooner to approve the Austin JSX flight.

- **Other – Board**

Jennifer asks if we're doing a "field trip" next year. Bill R says we haven't thought that far ahead. Jennifer mentions going to Steamboat because they've been described as like Gunnison but further along in terms of economic development and being an outdoor industry hub. We will put this on the next agenda. Bill R asks if everyone has seen all the press from the gravel trip Andrew put together. There have been eight or nine articles so far.

- **Close – Bill R**

Bill R motions to adjourn. Gary moves to adjourn and Bill M seconds. The meeting is adjourned at 8:33am.