

# GUNNISON CRESTED BUTTE

TAPP BOD Agenda  
7:30 am, Nov. 6, 2025  
Zoom/In-person Meeting

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

Attendees: Katy Mooney, Meredith Zaltsman, Andrew Sandstrom, Ben Engman, TJ Taylor, Rachel Gearhart, Jeff Moffett, Amanda Wilson, Caressa Holland

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

The meeting is called to order at 7:31 am. We have a quorum.

- **Approval of 09/04/25 Regular BOD meeting minutes – Bill R**

Motioned to approve by Gary, seconded by Chris. No comments, additions, deletions. The minutes are approved.

- **Public comment period – Bill R**

Amanda, Gunnison's City Manager, gives an update about the city of Gunnison's economic development plan. It includes funds for economic development. It will have cuts to the Chamber and TAPP to address revenue challenges. TAPP will readjust our budget to account for the cuts from the city.

- **ICELab update – TJ**

- Hub**

TJ gives an update on the Hub. It is tracking on time and budget. Tenants might be able to move in at the end of the year. Nordjork has started moving product in and has begun shipping out. Nordjork is a perfect example of who this space is for. They are getting winter inventory and needed a place to store it. ICELab partners and collaborators have continued to provide support. The Economic Development Council grant and Region 10 funding are helping pay for it. State partners have given good feedback on the project. Other communities might replicate it. Chris asked about insurance for the ICELab and our tenants. TJ confirmed that insurance is taken care of.

**2026**  
**-M&A**

This Mergers and Acquisitions event is in March in partnership with Howdy Partners (formerly Greater Colorado Venture Fund). The event will provide more engagement with investors and portfolio companies.

### **-Outside Ignite**

This is the pitch event for Outside Festival. ICELab helped start it and is providing support and council.

### **-Futhering shared resources**

The Hub is creating more formalized opportunities to share resources. ICELab has an opportunity to create shared spaces/employees at the Hub to bring new companies in and help existing companies scale and grow. These companies often have the same barriers. Chris asks how we will manage these shared resources, which is something the ICELab is still working out. Whether the ICELab hires a shared employee for pack and ship services, or shares accounting services with businesses, the goal is to create a strategy to move resource forward.

#### **● New board member introduction – Bill**

Bill introduces Andrea Kullhem, the new CBMR TAPP representative. Crested Butte is now under her care.

#### **● Air update – Jeff**

Air travel is increasing overall. Capacity rose in October and sales were up in November, driven mostly by residents and business travelers. American's DFW route will have 15% fewer seats this winter. United is adding capacity, largely offsetting the reduction, with sales up and more Chicago seats supported by marketing efforts. The FAA grant funding is being pursued for a summer Chicago flight; the request was delayed due to the government shutdown. JSX will provide Dallas service in the summer. Denver will have three daily flights starting in December. Overall bookings are relatively flat, but shoulder seasons have been strong. Total air bookings are up 2%, and JSX's summer schedule is now loaded, competing with American.

#### **● Implan update – Jeff**

The group discusses different ways to model data. Such as modeling tourism growth by season vs year to assess trickle down impact of infrastructure, parking and bed base.

#### **● Financial report – Chris**

We are over \$300k under budget on expenses. Revenue is right in line. This is a timing issue from Hub. \$170k bills will be paid by the end of the year/early next year.

#### **● Rady/RMBL update – Andrew**

Western is being integrated more into the airport in the airport displays and on the marketing screen. TJ is talking with the business school about the downstairs at the ICELab @ Western. Meredith is working with the marketing team for collaboration and cross pollination.

### **-RMBL**

The program has challenges with post-grad turnover. A new student is overlapping with Jayden and Tyler. Ian will be in an office at Rady with the post-grads this winter. The group discusses changing the timeframe that post-grads are hired because of challenges with budgets and locking things down for the next year.

- **Marketing update – Katy**

- Looking back at spring, summer and fall**

- The gravel campaign performance is strong. The south valley saw growth in spring visitation and sales tax collections thanks to weather and marketing. The Gravel Adventure Field Guide will launch March 2026. Katy gives a thanks to Lindsay Beltchenko and Jonathan Houck for gravel bike help.

- Winter outlook**

- United bookings are strong through January. Lodging bookings are on pace through January, but February and March are lagging. The winter marketing budget has been increased and focuses more on the fly markets. Targeting to Chicago and the Midwest has increased. The influencer and brand partnership budget has also been increased.

- Freeride summit update**

- The summit will be in early March 2026. Meredith has been doing the planning, which includes inviting brands and athletes to Crested Butte. The brands will receive video and photo content. TAPP will get access to the brand audiences.

- **Takeaways from conferences – Marketing and ICELab teams**

- The Governor’s Tourism Conference, Colorado Outdoor Industry Leadership Summit, West Slope Startup Week and Outdoor Media Summit**

- Overall, everyone saw the most value in brand visibility and networking opportunities. It was also affirmed that what we’re doing is right, and often ahead of the curve. The state is impressed with TAPP and wants to come out for the Hub grand opening. Our hard work to stay top of mind with the state is paying off. The group discusses how Colorado is a leader in the outdoor recreation space and is often emulated by other states. The group discusses challenges the tourism industry is facing around the state. Many other Colorado destinations are facing ballot initiatives that might change the way LMD funds are used.

- **Other business – Board**

- **TAPP holiday party**

- A catered party on Dec. 16 at the Hub.

- Bill discusses transparency and community initiatives. Andrew will present the AOP to GRP, Crested Butte Rotary, the Community Foundation, GVH, and the municipalities to share our plans with the community and get feedback.

The group thanks Jennifer for her years of service on the TAPP board, as this is her last meeting as a board member.

- **Close – Bill R**

The meeting is adjourned at 9:25 am.