

GUNNISON CRESTED BUTTE

TAPP BOD Minutes
7:30 a.m., Feb. 5, 2026
Zoom/In-person Meeting

Board attendees: Leora Wallace, Bill Ronai, Noah Eckhouse, Chris Miller, Gary Pierson, Andrea Kullhem, Lindsey Beltchenko

Attendees: Rachel Gearhart, Meredith Zaltsman, TJ Taylor, Andrew Sandstrom, Jeff Moffett, Katy Mooney

- **Call to order, roll call – Bill**

The meeting is called to order at 7:35 a.m. We have a quorum.

- **Approval of 11/06/25 Regular BOD meeting minutes – Bill**

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

- **Public comment period – Bill**

N/a

- **Welcome new board members – Bill**

Bill introduces new board members Leora Wallace and Noah Eckhouse.

- **Appointment of officers – Bill**

Officers are appointed
-Bill continues as President.
-Chris continues as Treasurer and Secretary.
-Noah is appointed as Vice President.

- **Update to bylaws – Andrew**

Andrew explains how TAPP sets board terms

- We have two three-year terms and one two-year term.
- The group approves Lindsay and Noah for three-year terms and Leora for a two-year term.
- Board was given bylaw changes ahead of time to read.
- Chris motions to approve the bylaw changes and Gary seconds. The changes are approved.

● **Financial report – Chris**

Chris gives an overview of the end of 2025's financials

- Brought in a \$5k difference, dead on for revenue.
- The expense side was \$3.533mil and under budget by \$14k, largely due to a shift in marketing spend.
- ICELab was \$32k over budget, mostly related to Hub expenses. From the reinstated budget, everything is dead on.
- TAPP will have a discussion about Western and Blister moving forward.
- TAPP in a good spot for the foreseeable future. Our cash position is strong, and we have two levels of reserves.

● **CBMR Update – Andrea**

Andrea gives an update on Crested Butte Mountain Resort (CBMR) and Vail Resorts (VR)

- VR skier visits were down about 20% nationally due to limited snowfall and terrain openings.
- Revenue declined minimally because of pass sells model.
- CBMR is outperforming state trends.
- Saw growth in Epic Pass, new Epic Friends buddy pass, advanced lift ticket purchasing (something TAPP has also included in our marketing) and destination markets.
- CBMR has some of the strongest guest satisfaction scores.
- CBMR's marketing includes Olympian Can Smith and Aaron Blunck and has shifted to focus on reinforcing what makes Crested Butte unique.
- Andrea has enjoyed working with Andrew and Katy to build out plans and strategies and round out marketing.
- Group discussion of how VR measures marketing spend and that CBMR's spend has doubled from a paid media perspective.

● **Marketing update – Katy**

Winter look back

- Flights and lodging are flat.
- YTD revenues are flat for the first half of the ski season.
- Lodging bookings down in double digits for the second half of the season because of issues with snow, which is an industry-wide problem.
- The winter marketing campaign, "Let it out," is fun and lighthearted with an emphasis on extreme skiing.

- Utilizing Google search, display, Meta, CTV, YouTube, Tik Tok, and media buys with Freeskier, Colorado.com, and Open Snow.
- Partnered with influencers from Chicago and TX to help push awareness of nonstop flights. Lifestyle influencers have helped with the low snow year. Good traction in Chicago market from influencer visit.
- Ads are performing slightly better than last winter. TikTok is a standout after years of building it up. Organic and ads doing well. 8% click through rate. Higher than industry benchmark.

Late winter and spring plans

- Getting an early start on spring to boost visitation during that season.
- Gravel Adventure Field Guide is launching in mid-March.

RFP update

We hired a new agency, Epsilon, that can do more specialized work. They can take us to the next level with targeting and attribution tracking (track people who saw our ads all the way to being in town).

Social media and email update and freeride summit – Meredith

Freeride summit

- An invite-only skiing summit/retreat with brands and athletes hosted at Elevation.
- Sponsors: North Face, Head/Tyroia, Garmin.
- A production team covered the entire event to get content for our channels and our partner channels.
- The summit is designed to highlight our destination as a prime freeride adventure town.
- Goal is to have it every year moving forward.
- Chris asks about the \$800k spend; that will go to ads for next winter. Brands and athletes will be in the ads.
- The group discusses doing a summer or fall version of the summit. There will be a smaller version in summer 2026, with a full version the following summer.

Email updates

- The email list is at 60k+ subscribers and growing.
- Emails are consistently landing in inboxes, indicating a strong and healthy list.
- We have a low unsubscribe and high click through rate.
- Focusing on targeting and segmentation.
- Our Powder Alert list has the highest engagement.
- New this winter, we introduced SMS pow alerts. It's a small list with an engaged audience and high open rate.

Organic social

- We refreshed our profiles using best practices.
- Facebook is our strongest platform right now, and we're focusing more on Instagram.

● ICELab update – TJ

- ICELab advisory board

TJ is planning to formalize the ICELab advisory board more and work with the TAPP board more.

The Hub/Grand Opening party

-The Hub grand opening celebration is scheduled for March 10 from 1-5 PM.

-The OEDIT senior leadership team, Gunnison Chamber, city councils and the BOCC are attending.

-We're doing a PR push, and the event will be open to the public.

-Construction for the Hub is on budget and only went a month over.

-Four companies will be moved in by then, and we're working on custom construction for another company.

-Ben is no longer at the ICELab, which gives us time to reimagine the program manager position.

Outside Ignite

-The ICELab is helping Outside put together a pitch event at Outside Days by leading the selection process.

-Networking is one of our best benefits to being involved in this event.

-We're in talks with Outside to host events in the Gunnison Valley.

● Air update – Jeff

-American Airplanes/United Airlines load factors are up on reduced capacity.

-United/Skywest completion factor exception.

-American is flying with no MRG.

-Houston in December did very well.

-Chicago is performing well.

-American will fly a daily DRW flight at risk summer 2026.

-DEN will have three daily flights 5/21-10/24.

-Houston will have two daily flights 6/5-9/29.

-There is a FAA grant for an American summer flight.

● AOP update – Andrew

-The AOP has been presented to the Crested Butte and Gunnison Rotary Clubs, the Western cabinet and Gunnison River Partners.

-Meetings are scheduled with the Chambers and the Community Foundation.

-It has generally been well received; people like to better understand TAPP.

● Western/RMBL update – Andrew

- There are two new post-grads that overlapped with Jayden and Tyler.
- Western and RMBL leadership are embracing the partnership and working together more for classroom integration, other projects, guest lectures and events.
- A potential fundraising campaign is coming.
- The program is working on doing events with the local K-12 schools.

- **Strategy retreat timing – Andrew**

- We will likely take a deep dive into the economic model for the retreat.
- The retreat will likely be the end of May/early June.
- We will create another AOP to keep us in front of the community and reinforce what we do.

- **Other business – Board**

- The group discusses meeting a lodging development company that could help improve South Valley Lodging.
- GRP is having its first open meeting on February 17.
- Noah asks that the group make an effort to get things on the calendar early.

- **Close – Bill R**

Bill motions to adjourn the meeting; Chris seconds. The meeting is adjourned at 9:27 a.m.