

TAPP BOD Meeting Minutes
7:30 am, November 9, 2023
Zoom/In-person Meeting

Board attendees: Wynn Williams, Bill MacFarlane, Bill Ronai, Jennifer Barvitski, Gary Pierson

Attendees: Kendal Rota, TJ Taylor, John Norton, Katy Mooney, Andrew Sandstrom, David Assad, Rachel Gearhart, Amanda Wilson, Jeff Moffett, Chris Miller, Alec Lindeman

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

Bill R calls the meeting to order at 7:31 AM. We have a quorum.

- **Approval of 8/17/23 Regular BOD meeting minutes – Bill R**

Bill R motions to approve the 8/17/23 minutes. Bill M motions, Jennifer seconds. No comments, deletions, or additions. The minutes are approved.

- **Public comment period – Bill R**

Bill R asks for public comments. There are none.

- **Financial Report – Bill R**

Bill R gives a finance update. We are entering a period of high expenditures for the winter season but are on budget otherwise.

- **Air Update – Jeff**

Jeff gives an update on flight operations and industry trends. Summer load factors finished strong. The load factor for June through September was 77%. October set a record at 86% load factor. October was also the third month in a row with 100% completion and no cancellations. GUC has about 10% more capacity than last winter. Winter bookings are up 10%. JSX will continue to fly from Dallas but has stopped its Austin service. American Airlines is experiencing a pilot shortage, which has contributed to less service from American at GUC. They are trying to recruit pilots from other industries. SkyWest has invested in new planes, which will help the service at GUC be more consistent year-round. Jeff shares an index chart of capacity coming into ski resort airports. Overall, compared to airports near other ski resorts, GUC is near the bottom of the list in terms of airline capacity coming into the airport. The airports higher on the list are larger and have more capacity than GUC. The ski resorts higher on the list have been growing and have seen more investments than Crested Butte. Jeff also discusses the market and airport analysis of the ski industry, highlighting that the majority of customers come from Denver and Texas. The group discusses the difficulty in opening up new markets and expanding connections.

- **ICELab Updates – David**

David shares that Moosejaw Mountaineering was bought by Dicks Sporting Goods and is closing 11 of its 14 stores. The ICELab is still waiting to hear what this means for the Moosejaw Outdoor Accelerator. The two people from Moosejaw who are most involved with the program are meeting with Dicks Sporting Goods to discuss the accelerator program. The Outdoor Industry Funding Summit continues to be a success. The next one is February 8 and 9, 2024 right after

Blister Summit. There are already ten investors lined up. Seven attended last time. The next update is about the coworking space and ICELab finances. 2023 was the first year the ICELab had to pay rent to Western Colorado University, so we have been busy trying to find new funding sources. Rates for coworkers are going up 4-5% in 2024. The Coffee Lab is being converted into more dedicated office space. The design cave wasn't used very often, so Pact Outdoors converted it into an office. One of the Pact owners is also moving to Gunnison, which helps the ICELab's goal of creating more high-paying jobs in Gunnison County.

- **Marketing Updates – Andrew**

Andrew gives a marketing update. The Dean Runyan study estimated \$345 million in travel spending in Gunnison County. Earnings related directly to tourism jobs are estimated at almost \$91 million. Tax receipts from visitors accounted for about \$23 million. These numbers indicate that tourism is also economic development work and tourism is the most important part of our economy. Winter marketing launched in mid-October. There was an uptick in airline bookings after the launch. The focus for 2023 was mostly on conversions and getting people to book trips. E-newsletters were another big focus this year. Katy is spearheading a project to grow our email list and the lists of some local exporters by partnering with them for a giveaway. We are working with Vail to make sure we don't overlap with their marketing. Natural Selection Tour is coming to Crested Butte for two events. One will be at Crested Butte Mountain Resort and one at Irwin. This is a brand awareness buy. Lodging is not pacing as quickly as air. December occupancy is down about 5%. January is down about 2% and February and March are flat. These numbers highlight the importance of the drive market. We have reached out to the lodging community telling them to keep an eye on rates and trends in the industry. We anticipate being down 7-10% in LMD revenues for the year.

- **Other Business – Board**

John asks David to give a Moosejaw update when he has one.

- **Close – Bill R**

Motion to adjourn. Jennifer motions and Bill M seconds. Adjourned at 8:24 AM