

TAPP BOD Meeting Minutes
7:30 am, August 17, 2023
Zoom/In-person Meeting

Attendees: Rachel Gearhart, Katy Mooney, John Norton, Andrew Sandstrom, David Assad, Kendal Rota, Jeff Moffat, Chris Miller

Board attendees: Bill Roni, Jennifer Barvitski, Bill MacFarlane, Gary Pierson, Kelly Osness, Wynn Williams, Erica Rasmussen

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

Bill R calls the meeting to order at 7:30am. We have a quorum.

- **Approval of 5/11/23 Regular BOD meeting minutes – Bill R**

Bill R motions to approve the 5/11/23 minutes. Jennifer motions, Gary seconds. The minutes are approved. There are no comments or deletions.

- **Public comment period – Bill R**

John asks Kendal how her business has been this summer. She says it has slowed down during the week but has been busy on weekends. It was their best summer by far and she thinks this was because of the lake level and the record trout that was caught in the spring. Bill R asks Kelly for any updates on Treads ‘n’ Threads. She said it was their third-best July, but she’s noticed a slowdown industry-wide and in downtown Gunnison compared to last August. John shares that the second half of August is not usually great; September tends to be better.

- **Financial Report – Erica**

TAPP is on budget year to date and our cash position is good. The audit is finished and went well. In 2024 we expect a 10% decline in LMD revenues. \$1m is being taken for the Sawtooth affordable housing project. The next LMD review with the Board of County Commissioners is Sep. 26. John talks about the presentation and meeting with people from the county to go over what we plan to ask for to avoid any discrepancies during the presentation. As far as the 10% decline, we need the July numbers to know for sure. There is a discussion of why this summer has been slow: snow, a late start to summer, and cool temperatures are all possibilities. July was up though. Lodging properties had lower average daily rates. Bill M says group business is back in Crested Butte.

- **Marketing Updates – John and Andrew**

John shares that Outerbike sold out. Discussion of past Outerbike events and what the tickets get participants. Bill R asks Andrew to share about TAPP’s presence at Outerbike. TAPP is giving out branded bike fenders and tire levers and had large display maps made of the area that are posted at the admission line. John thanks Bill M for the support of Crested Butte Mountain Resort to pull this off.

Andrew covers summer LMD numbers and marketing results. TAPP made several large gravel content buys this summer that are long-term and evergreen. We are still learning about the gravel

product but have gotten good engagement with the content so far. There are not many final numbers for summer marketing yet. The group discusses the Gunni Grinder and how gravel riding highlights the south valley. TAPP has helped promote the Gunni Grinder in years past but is more hands-off this year. The new campaign creative is performing well this summer. It received more impressions with slightly less spend. A big marketing push at the end of July helped bring airline and lodging numbers back up. Katy talks about growing our email list. We increased our subscribers by almost 50% through lead generation, being strategic with email signups on the website and releasing emails about twice a month. Andrew thanks Katy and Rachel for their work on the emails. Katy shares about the Destination Learning Lab Pilot Program through the Colorado Tourism Office (CTO). Gunnison Crested Butte was one of eight destinations selected. This is an online training program for visitor-facing employees to help them learn about the destination and answer questions from visitors. It is an offshoot of a statewide CTO program that is more specialized per destination. Kendal shares that she did the statewide program and is excited to do the destination specific one. Andrew shares about lodging pace. Rates have reduced from the pandemic high which helped drive up occupancy. August and September seem to be picking up pace. Bill M shares that last-minute bookings are strong in Crested Butte this year. A marketing focus on conversions and the drive market has helped pick up the pace. Discussion of restaurant projects in Crested Butte and at the base area of CBMR. No big updates. The group talks about how 82% of overnight stays in Colorado are repeat visitors. Chris Miller asks if JSX is happy about what they're getting with flights into Gunnison and if the other airlines are noticing. They are happy with Dallas and nonplussed with Austin's performance last year. There is speculation that this is probably because it wasn't promoted adequately. Austin is our third largest air market. Winter marketing is set to launch around Oct. 15.

- **Air Update – Jeff**

United has better planes which has helped with reliability and load factor. United is happy with the Denver flight this summer. JSX hasn't given us data but is generally pleased. No MRG payout for the Houston flight. The FAA Small Community Development grant is still available for American next summer. There will be more capacity for winter flights. American lost money flying into GUC last winter, but we were one of their better-performing markets and they're adding capacity this winter. Denver and Houston will have about the same level of service. JSX is loaded for winter. JSX uses Placer Ai and that data is pointing to Austin as the next best market for Gunnison Crested Butte. Jeff discusses the airline survey – 56% of visitors are first-time and 75% are repeat. Common complaints about Crested Butte Mountain Resort are the mountain is small, the intermediate slopes are too crowded and there isn't enough to do. John shares that this reinforces that we shouldn't try to reach intermediate skiers but instead expert, aggressive skiers. Many people mention the lack of food options in town and at the airport as well. The airport is exploring different food options.

- **ICELab Updates – David**

David shares that the Moosejaw Outdoor Accelerator (MOA) had another successful year and continues to bring Gunnison County national attention. Eoin Comerford, Moosejaw's CEO is happy with the program. David and Eoin agree that the program needs better applicants and will discuss how they could make this happen. Wynn asks if other accelerators attract better applicants and why. David says the reason they would have better applicants is they give funding

to participants, but sometimes take equity from the company in return. That would be too complicated for our accelerator. Bill R asks if we should do a focus group with past participants. David says we do a retrospective at the end of the program but could add a focus group as well. Andrew asks for major learnings from the retrospective. David said this year's results were mild in terms of very positive or very negative. Wynn, Kelly, David, Bill R, John, and Chris Miller discuss what meetings and trade shows are like post-covid. John also shares that we don't know what will happen with Dick's Sporting Goods since they bought Moosejaw. David has reached out to other retailers like EVO to see if they would be interested in working with the ICELab. John is giving a seminar to Western Colorado University students about entrepreneurship. John and David were invited back to teach at the Rady school. John says he expects the class to grow. He also believes Rady is a better investment than Moosejaw for fostering entrepreneurship in the valley. Instead of running an incubator in the spring, the ICELab is partnering with Startup Colorado to send entrepreneurs from Gunnison County to their program. Participants have the potential to win money through this program and gain more regional connections – advantages over the ICELab incubator. ICELab is hosting a startup weekend in September. TJ is coordinating it and working with Marc Nager who has run many startup weekends. The fall Outdoor Industry Funding Summit is coming up. There will be ten investors and seven founders attending. These new programs will hopefully add revenue to ICELab. The Coffee Lab closed, so a local entrepreneur is looking to bring in four to five local food entrepreneurs that will rotate serving food each week.

- **2024 Budget – Bill**

Covered in the financial report.

- **Steamboat Retreat – John**

Discussion of the schedule and logistics for the Steamboat Springs retreat. We will visit Big Agnes, the Chamber of Commerce, Routt County Economic Development Partnership and see the ski area improvements. Bill M shares about lodging accommodations.

- **Other Business – Board**

N/a

- **Close – Bill R**

Motion to adjourn. Gary motions and Wynn seconds. Adjourned at 8:49am.