



GRAND COUNTY
COLORADO ★ USA
GRAND COUNTY COLORADO TOURISM BOARD
January 5th, 2023, Board Agenda

Grand County Board of Commissioners Meeting Room – Hot Sulphur Springs

BOARD MEMBERS PRESENT:

Ron Ellis, Kristen Spronz, Mike Ritter, Nancy DuLac, Ken Fosha, and Paul Lewis

Zoom: Paula Isakson and Jace Worth

BOARD MEMBERS ABSENT: Rachel Thackston

OTHERS PRESENT: Lindsey Morrow, Gaylene Ore, DiAnn Butler, Sarah Cichon-Douglas, Mistalynn Meyeraan, Ed Moyer, Josh Huggett, and Catherine Ross.

Ron called the meeting to order at 3:02 pm.

PRESIDENT UPDATE – RON

Ron welcomed everyone to the meeting. 2022 was a very successful year with all the groundwork, changes, and new plans moving forward.

2023 will be the year we get the groundwork from 2022 and implement it. However, this will be the year that the board needs to focus on our priorities and settle into the new roles of GCCTB.

Ron would like the board meetings in 2023 to be more efficient on our time and will rely on the new commitments to help.

ELECTION OF NEW OFFICERS & COMMITTEE UPDATES

OFFICERS:

PRESIDENT: Ron Ellis

VICE PRESIDENT: Kristen Spronz

SECRETARY/TREASURER Nancy DuLac

Mike motioned to approve the 2023 Executive committee and Ken second. Motion approved.

2023 COMMITTEE ROLES

EXECUTIVE COMMITTEE / FINANCE COMMITTEE

Oversees admin contractor, annual plan, and budgets; approves invoices; manages subcontractor process; and supports governmental issues.

Members: Ron, Kristen, Nancy

MARKETING COMMITTEE

Oversees marketing, marketing contract, and PR contract.

Chair: Kristen and Paula

Members: Ken, Lindsey, and Gaylene

SUSTAINABILITY COMMITTEE

Oversees sustainability projects and oversees sustainability contractors.

Chair: Jace

Members: Mike, Ron, Lindsey, and Gaylene

BOARD OPENINGS
MAINSTEM – 2
FRASER – 2

Lindsey will work on recruiting new members and inviting them to attend the February board meeting. Lindsey also asked the board to send her any recommendations.

AUDIENCE PARTICIPATION

Josh is the new GM for the YMCA of the Rockies.

APPROVAL OF MINUTES – NOVEMBER & DECEMBER

Jace motioned to approve the December 2023 minutes, and Kristen second. Motion approved.

APPROVAL OF INVOICES

The finance committee approved the payment of invoices totaling \$52,404.82 on December 14, 2022.

BOARD COMMITTEE REPORTS:

Executive Committee – Ron

The committee did not meet last month. Ron would like the committee to meet in January, and Ron will reach out and schedule a time.

Finance Committee – Paul

Paul reports that the final 2023 budget has been sent and approved. Paul reformatted the snapshot for 2023 and will work with Lindsey in the transition as Paul will be stepping down from the board.

Marketing Committee – Mistalynn

Kristen reports that Miles Media is presenting. Kristen mentioned that the top pages on the website last month were sledding and tubing activities in Grand Lake and Hot Sulphur Springs. The most popular page this fall on VisitGrandCounty.com was elk bugling, which saw a 625% growth increase.

Phoenix, Albuquerque, and Santa Fe had a significant increase in website traffic this past month. Miles is looking into this trend.

Community Outreach – Lindsey

Lindsey has been busy working on the first quarter grants. There were seven requests this quarter. Paula mentioned that she and Gaylene met to draft the new grant process for 2023. They will send it to Lindsey to review and set up a meeting to review the details and report back to the board in February.

Lindsey would also like to set up the quarterly lunch meeting with the chamber directors. Lindsey will reach out and schedule but would like to meet by the end of the month.

In addition, Lindsey has also been communicating with Amy and Trevor on the sustainability plan and getting the final draft reviewed.

MILES MEDIA UPDATE

Mistalynn recapped the team's work in 2022. This scope of work included all the account services and media management.

Website traffic for visitgrandcounty.com was down in the month of December. Mistalynn reports that Miles is seeing the same trend on all their partner websites and is researching new content and SEO to help optimize the site for better ranking.

Mistalynn reports that the top referral websites and keywords that they have been working on to help optimize VisitGrandCounty.com are the following:

- 1) Colorado.com

- 2) Facebook.com
- 3) msn.com
- 4) inssatsilvercreek.com
- 5) frasercolorado.com

Miles is starting the 2023 work plan and will be focusing on the following items:

- Maintain tourism revenue levels & market share
- Increase tourism during off-peak sessions
- Increase visibility to under-utilized areas of Grand County

Lindsey asked the executive committee to review the scope of work and budget and to have Ron sign the contract for Miles.

Miles has also worked with Lindsey on the 2023 Tourism Management Grant from CTO. Carrie found out in December that the CTO Matching Grant was not awarded, and Lindsey reached out to CTO and found that the grant committee within CTO believed that our project would be better suited to the Tourism Management Grant.

Grant applications are due January 10th. Lindsey will send CTO a letter of intent next week.

Kristen also wanted to thank Mistalynn for her hard work over the last 60 days and her dedication to our account.

NEW BUSINESS

COUNTY COMMISSIONERS MEETING

Lindsey confirmed that the workshop meeting with the commissioners is scheduled for January 24th @ 1 pm. Lindsey, Ron, and Kristen will plan on attending. Ron asked all board members to attend as well as chamber directors.

This meeting will brainstorm ways to partner with the county and discuss HB-1117 effectively.

Kristen suggested that if the board needed to review our stance, the board could do a zoom meeting before the workshop. Lindsey will reach out to surrounding communities and see what was successful for their community.

2023 WORK PLAN

Ron presented the changes to the 2023 GCCTB Work Plan:

- 2023 priorities
 - o Ron asked the board to review and get back to him by January 13th.
- 2023 Budget
 - o Sustainability line item includes plan and contract position
- Marketing
 - o Kristen will review this section and will send back any changes by January 13th
- PR
 - o Gaylene will review this section and will send back any changes by January 13th
- Sustainability
 - o Lindsey and Jace Kristen will review this section and will send back any changes by January 13th
- Admin & Director
 - o Lindsey will review this section and will send back any changes by January 13th
- Grants
 - o Paula and Gaylene have been working on this. Gaylene needs to send it to Lindsey to review
- Partnership Group
 - o Mike would like Ron to add the Grand Places to the list

Lindsey will send the 2023 plan to the board for the above reviews.

Paula brought up the conversation from December about hiring a project manager to help with some of the new projects and committee duties. Lindsey mentioned to the board that she believes this scope of work falls within her contract and would like the board to approve more necessary hours needed to help. This will be another item that the executive committee discusses this month and will report back to the board in February.

2023 CALENDAR

Lindsey asked the board to review the 2023 calendar. Lindsey is working on setting the meeting locations for the entire year.

SUSTAINABILITY UPDATE

Lindsey went through the email needs from Amy, outlined below.

- Please review the "About" section to ensure it's the most up-to-date and what you want to say.
- For the letter, we are looking for a few paragraphs written by Paul or Gaylene Ron. Please advise if you need us to ghostwrite this or if you all will.
- We will need a jpg of all board member signatures in black ink on plain white paper
- For the Initiatives, please review them all, including the language around the initiative and the rationale, and check that we have accurately captured the GCCTB role, the partners, and the timing.

Jace will be the head of completing these changes by next Wednesday and will have a call with Lindsey to ensure this gets achieved.

Once the plan is finalized, the Sustainability Committee needs to start looking for the new Community Impact Position.

OLD BUSINESS

INVOICE APPROVAL BY THE COUNTY

Paul reports that the county is starting to treat the vendors as sub-departments of the county rather than approving the approved monthly invoices. Lindsey and Corrigo Group should have been paid on time last month, and at the time of the meeting, both vendors still needed to be paid.

The vendors asked the board that, moving forward in 2023, they should split their entire budget through the twelve months to prevent the issues we have faced over the last three months.

Mike asked Paul to speak with Curtis before he stepped down to get some insight. The executive committee needs to discuss this and report back at the February meeting.

EDA GRANT – DIANN BUTLER

Eric and Michael with Antero Group presented on the Grand County Tourism Revisualization Project.

Project Team: Eric Neagu and Michael Schmitz. Headwaters Trail Alliance is also on the team.

Project Goals:

Develop a resilience strategy to help protect the county economy from seasonal fluctuations and provide year-round economic stability.

This is the first grant of its kind that the state rewarded and Grand County was the only one awarded it.

The goal of the grant is to help with the following:

- Identify solutions to disperse activity throughout the county geography to enhance economic opportunity
- Develop a policy to encourage sustainable infrastructure within the tourism industry

The project is scheduled to start in 2023 and go through the end of 2024.

Project Tasks

- Stakeholder meetings
- Public meetings
- Existing data
- Economic asset inventory
- Economic drivers
- Surveys
- Grand county vulnerability index
- Businesses attrition
- Market analysis snapshot
- Recovery strategy
- Visitor Toolkit
- Implantation
- Grant Management

Funding Source

EDA provided \$400,000 for this tourism revitalization study.

The group also presented that there will be an internal website for the project, and the website will be grandcounty365.com.

Next Steps

- Establish data sharing platform and communication protocols
- Establish advisory committee
 - Send out role and expectation letters to all committee members
 - Set up the first advisory committee meeting to view the draft vision statement and goals
- Existing Date
 - Data requests
 - existing tourism plans and reports
- Economic Asset Inventory
 - Begin mapping tourism assets

FEBRUARY BOARD MEETING – THURSDAY, FEBRUARY 2ND – GRANBY TOWNHALL

- Chamber Quarterly Updates
- Sales & Admin Report

Kristen motioned to adjourn the meeting, and Mike seconded the motion. The motion carried unanimously. The meeting was adjourned at 5:20 pm.

The meeting moved into first-quarter grant reviews.

Countywide Grant Request

- 1) Colorado Headwaters Land Trust \$5000 4:45 pm ZOOM
 - They are asking for funds for easement signage and funding for flags for their events
 - Mike is saying that this is allowing us to step out of our traditional grant, and this will enable us to represent other nonprofits. This grant meets all of the sustainability items on the scorecard.
 - Mike motioned to approve the Colorado Headwaters Land Trust grant for \$5000. Ken second, and the motion carried unanimously.

3 Lakes District Grant Requests

- 1) Granby Chamber of Commerce 5:00 pm x
- 2) Grand Lake Chamber of Commerce 5:15 pm Zoom

Fraser District Grant Requests

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|------------------------------------|---------|-----------------|
| 1) Winter Park Chamber of Commerce | 5:00 pm | x |
| 2) Headwaters Land Trust | 5:15 pm | Offline meeting |

Mainstem District Grant Requests

- | | | |
|--|---------|---|
| 1) Hot Sulphur Springs Chamber of Commerce | 5:00 pm | x |
| 2) Kremmling Chamber of Commerce | 5:15 pm | x |

Submitted January 11, 2023 – Lindsey Morrow – Director of Grand County Colorado Tourism Board