



GRAND COUNTY
COLORADO ★ USA

GRAND COUNTY COLORADO TOURISM BOARD

February 2, 2023, Board Meeting

Town of Granby Board Room – Granby, Colorado

BOARD MEMBERS PRESENT:

Ron Ellis, Kristen Spronz, Ken Fosha, Paula Isakson and Nancy DuLac

Zoom: Jace Worth, Gaylene Ore, Mistalynn Meyeraan, and Carrie Tomlinson

BOARD MEMBERS ABSENT: Mike Ritter and Rachel Thackston

OTHERS PRESENT: Lindsey Morrow, Sarah Cichon-Douglas, Emily Hagen, Lisa Bornfeild, DiAnn Butler, and Brittany VanderLinden

Ron called the meeting to order at 3:08 pm.

PRESIDENT UPDATE – RON

Ron will be discussing items later in the meeting.

AUDIENCE PARTICIPATION

DiAnn Butler

Presented that the EDA Grant is moving forward. They have interviewed local businesses to gather the information needed to move the grant forward. They meet with the general managers from the YMCA and Devils Thumb Ranch. DiAnn reports that other meetings are scheduled with other local stakeholders.

Antero Group is looking at March 1 to sponsor a working lunch to educate local businesses about other state and federal grants available. NWCOG will also be in attendance to help with this event. DiAnn will share more details once they are available.

CHAMBER UPDATES

WINTER PARK

Not present.

GRANBY – SARAH

Sarah reports that Granby wrapped up the 35th Annual 3 Lakes Fishing Tournament with 1500 registrations per day, but they did not sell out this year. Sarah is working on the final numbers, but due to the weather, the numbers were down.

Sarah has hired a new employee full-time and has a part-time employee helping with all of the items at Destination Granby. Destination Granby is now a 501c3 entity.

Granby would like to partner with Grand Lake and Winter Park to help with Ride the Rockies this coming June. Sarah believes this will help cross-promote this event throughout the county.

HOT SULPHUR - LISA

Lisa is starting to plan for the annual Easter Egg Hunt in April and Hot Sulphur Days in June. Lisa reports that the town of Hot Sulphur Springs's sales tax numbers from August through December increased higher than in 2021, and December had over a 12% increase compared to last year.

Lisa also mentioned that a few new businesses would open this year in Hot Sulphur. She has also been working on recruiting new board members for the chamber as well. The town of HSS also has a few new businesses coming in, and we are looking forward to this increase.

KREMMLING – BRITTANY

Kremmling is two weeks out from the Walford Ice Fishing contest. The next big event will be the gravel bike race in July, The Cow Town Gravel. This will be a great new event for the Kremmling area, drawing large crowds for multiple days. Once the ice fishing tournament is completed, the chamber will start to dive into the summer events.

Brittany also thanked the board for the grant and is working on the winter marketing.

GRAND LAKE – EMILY

Emily has been focusing on winter events. Pond Hockey 6th Annual Event this coming weekend. There are 50 teams with a waitlist, and it is sold out within 24 hours. 9 news will be out this week, and the chamber is also filming the event to create new content and video on their social media.

Ice Fishing Addiction Tournament is on February 13, with about 1500 anglers attending the Grand Lake area. It will be a busy weekend as the Flight for Life Snowmobile poker run is also happening.

Winter Carnival is now being hosted and put on by Shadowcliff Mountain Lodge on March 4th

Emily has been focusing on snowmobiling and creating Snowmobiling Saturday on social media. It's a great way to showcase the amazingness of snowmobiling within Grand Lake, and it has had fantastic interaction on Facebook. Emily will share the content with GCCTB so we can also share it on our social media.

For April, the chamber's marketing will focus on all of Grand County and highlight county recreation and cross-promoting the county.

Emily reports that Ride the Rockies is coming the second weekend in June, Grand Lake is on June 13, and Winter Park is on June 14. The Chamber will work on items for the participants to do while in Grand Lake.

APPROVAL OF MINUTES – JANUARY 2023

Ron asked that the January Minutes be corrected to reflect that the county-wide grant approval was moved to before the meeting was adjured. Lindsey will resend it to the board with that correction. Ken motioned to approve the January 2023 minutes, and Kristen second. Motion approved.

APPROVAL OF INVOICES

The finance committee approved the payment of invoices totaling \$331,713.09 on January 13, 2023.

BOARD COMMITTEE REPORTS:

Executive Committee & Finance Committee – Ron

The committee met this month and discussed items that need to be changed in 2023 due to the other changes. These changes will allow the board to run more efficiently.

- 1) Onboarding process and education for new board members.
- 2) For better board participation
 - , Board minutes need to be sent out one week after the meeting and then again with the board packet.
 - a. Board agenda will be sent one week before the monthly meeting
- 3) Documentation sharing
 - a. Look at options for a shared drive for documents and reports
- 4) Creating a financial process to help lessen the issues with the county

Lindsey asked the board how to better communicate with the board. Lindsey understands multiple emails are being shared but not being responded to. The committee advised Lindsey that if urgent items are needed, Lindsey will note and highlight them in emails and all communications.

Marketing Committee – Kristen

Kristen asked the board if they would like to see any different items during Miles's updates. Mistalynn is open to feedback as they want to be efficient with their presentations. Kristen also asked the board how they would like Miles to attend the monthly meetings. The committee advised that a person from Miles joins the quarterly meetings in person. Ron would also like a person from Miles to be present at the yearend meetings while planning is happening. These would be November, December, and January. All other arrangements can be attended via Zoom.

For the month of January, the top-performing page on the website was the home page. Year over year, the page 12 Grand Winter Adventures and Berthoud Pass information saw a 119% increase in website traffic.

Sustainability Committee – Jace

Jace reports that the committee was in a holding pattern till the final plan was presented. The final plan was introduced earlier in the week. Jace would like to move forward with this plan and start having regular meetings to ensure the movement of this plan.

Jace motioned the board to approve the plan at this current stage, subject to minor copy edits. Kristen Second, motion passed.

Jace & Lindsey would like to meet with Miles and Gaylene to get the messaging and the announcement that the final plan is completed. Jace focus over the next month will be on hiring the manager position, and they would like to have this person employed by the end of March. Lindsey will also work on getting meetings scheduled with all the towns to recap and discuss the plan's next steps.

Jace and Lindsey are meeting on Friday with Ed Moyer, Randy George, Winter Park Chamber, and Corrgio to review the two sustainability plans. The agenda is to share the two plans from WP and GCCTB with the county and review and explore the County's interest in the plans moving forward.

Lindsey mentioned that the Chambers would like access to a sustainability toolbox that would allow them access to all marketing items. This would also allow for consistent marketing of our plan.

SALES & ADMIN REPORT – LINDSEY

Lindsey worked on the following items:

Administration & Outreach/Sales:

- Colorado Byways conference call
- Sent the chambers email so we can present our presentation & get on their calendar.
- Worked on December & January financial snapshots.
- Worked on year-end documents and job folders for 2022
- Grant assists and processing
- 1st quarter 2023 Grants
- Grand County Commissioners Workshop Meetings
- Monthly board meeting
- Invoice processing
- Sustainability meetings with Corrgio, Jace & Town of Winter Park
- Board recruitment

Lindsey had lunch with all the chamber directors this last week. It was an extraordinary meeting as the chamber directors provided honest feedback on the sustainability plan and grants.

Additionally, Lindsey met with Paula and Gaylene to review the grant process and what changes need to be made for 2023. Lindsey will share the new documents and grant scorecard with the board, and Lindsey will ask for feedback to have the board approve the new process at the March meeting.

Lindsey discussed access to the current DropBox, where all documents are saved for GCCTB. Lindsey will share the existing folders with the executive committee for their review. It was suggested that a board folder be added where documents for the board meeting and grants be shared to improve communication. Lindsey will then be able to share a link directly to the folder rather than adding attachments. Lindsey will also send calendar invites for all the meetings in 2023 to the board.

Communication and responding to emails promptly are essential for Lindsey to meet guidelines and offer quick communication.

OLD BUSINESS

COUNTY COMMISSIONERS MEETING

Ron, Lindsey, and Kristen attended the meeting. Ron went through the presentation that he shared with County Commissioners. Our goal is to educate the county and agree with the county on the essential items. Overall the meeting was much needed to get both groups to have open communication. The County wants a second meeting in March; Lindsey will send out a Doodle Poll for the dates.

Lindsey will reach out to CTO and CADMO for feedback on other organizations that went through the ballot initiatives last year.

INVOICE APPROVAL WITH THE COUNTY

The county has started to discuss whether GCCTB is allowed to sign contracts for vendors and grants. Ron created a new invoice approval process, so there is a formal document and policy. This will give GCCTB security and the ability to share with the county.

Nancy motioned for the board to approve the 2023 Financial and Contract Procedures and Approval policy. Ken Second. Motion approved.

NEW BUSINESS

PROPOSAL FOR GCCTB DOCUMENT ARCHIVE

Executive Committee has suggested sharing current documents within the board, and Lindsey indicated that she can share the existing DropBox and share with the executive committee. The Executive Committee will review the folders and see if any new folders are created to support the board's needs.

The executive committee will review the DropBox and report at the March meeting.

NEW BOARD MEMBERS

Nancy will work on an outline of items to share with people interested in the board. DiAnn suggested we host a workshop on how the board works and the details of GCCTB; DiAnn will get with Lindsey on this idea.

MARCH BOARD MEETING – THURSDAY, MARCH 2, 2023 – GRANBY FIRE STATION

Marketing Update – Miles Media

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 an executive session.

Submitted February 9, 2023 – Lindsey Morrow – Director of Grand County Colorado Tourism Board