



GRAND COUNTY
COLORADO ★ USA
GRAND COUNTY COLORADO TOURISM BOARD
March 2, 2023, Board Meeting
Granby Fire Station – Granby, Colorado

BOARD MEMBERS PRESENT:

Ron Ellis, Ken Fosha, Mike Ritter, Nancy DuLac, Jace Wirth, and Rachel Thackston

Zoom: Paula Isakson, Mistalynn Meyeraan, Carrie Tomlinson, Nancy Wiles, and Jeff Wollman

BOARD MEMBERS ABSENT: Kristen Spronz

OTHERS PRESENT: Gaylene Ore, Lindsey Morrow, DiAnn Butler, and Sarah Cichon-Douglas

Ron called the meeting to order at 3:04 pm.

PRESIDENT UPDATE – RON

Ron thanked everyone for their work during the last month. The board has noticed that there has been more work outside of the regular board meetings, and Ron appreciates everyone's additional work.

Ron looked through the emails and had over 136 emails from the last meetings. Ron would like to cut down on these emails. Lindsey will start clearly marking emails as "urgent" on items needing the board's attention. Items with less urgency can be put on the agenda for the following meeting. In addition, Ron reminded the board that we need to follow the Sunshine rules, and Lindsey will send the board these rules.

Jace mentioned that the board is changing direction, but we need new board members. Recruiting new board members requires a priority, and moving forward, we need to fill these positions to help with the amount of work each member is participating in.

Mike also addressed that the board needs to fill the contract position for the sustainability position. Having this person come up to speed will also help with the workload.

Lindsey also asked the board for feedback on how to address the issues with communications. Lindsey suggested that she loads everything into Google Drive. Then board members can review any time; any urgent matters will be handled via email or phone.

AUDIENCE PARTICIPATION

DiAnn Butler – GC Economics – DiAnn reports that the EDA Grant is progressing. The group has been collecting data and assembling a stakeholder list and is going through the data collection stage to see where the project can align with other local plans.

DiAnn also held a workshop for Federal Funding, and 35 people attended. This was for county and local officials to learn about different funding opportunities.

The Economic Summit will be at River Run on June 7, 2023. DiAnn will start pushing out the marketing this month. The theme of the summit this year is Sustainable Tourism, and DiAnn would like GCCTB to be a partner.

Sarah Cichon-Douglas – Destination Granby – Sarah reports that her team is working on the marketing for 2023 and summer events. The Music & Market will be on Thursdays throughout the summer, and they are working on getting music. The Director position closes on March 3rd, but Sarah plans to stay on.

APPROVAL OF MINUTES – FEBRUARY 2023

Per Kristen via email, the following changes need to be made in the February minutes, Mike was not present at the meeting, and Jace's last name needs to be corrected. Nancy adjourned the meeting. Lindsey will make the following changes and submit them with the March minutes.

Ken motioned to approve the February 2023 minutes with the recommended changes and Jace second. Motion approved.

APPROVAL OF INVOICES

The finance committee approved the payment of invoices totaling \$68,092.92 on February 10, 2023.

BOARD COMMITTEE REPORTS:

Executive Committee & Finance Committee – Ron

Ron, Nancy, and Lindsey attended the BOCC meeting on Tuesday to discuss the current process of who can sign contracts and grants. The BOCC would like to change the current process but needs more details on the current process. The BOCC is leaning towards signing vendor contracts but still allowing the board to sign the grants at our meeting, and they want to keep them separate due to liability insurance requirements.

Lindsey has sent the county blank contracts for their review. Once they are reviewed, the BOCC will invite GCCTB back to discuss any changes.

Lindsey reviewed the county financial reports with the board. With Paul not being on the board, Lindsey has asked the board who can check these reports with Lindsey. These reports fill in the data in our monthly financial snapshot. Ron has asked Lindsey to send the executive committee county reports so they can get used to the information and then will advise Lindsey moving forward, who will review them with her.

Marketing Committee – Kristen

Nothing to report as not present.

Sustainability Committee – Jace

Jace reports that the committee has established a meeting schedule for the second week of the month. Currently, the following steps are outlined below:

- 1) Working with Miles to get the plan uploaded to the website
- 2) Working on the communication and launch of the WP Chamber plan with our plan.
- 3) Gaylene has also drafted the press release and is awaiting approval.
- 4) Goal is to launch messaging middle of March -we are waiting for winter park to finalize the report 4

Jace & Ron are reviewing the RFP for the sustainability job description. Jace noted that the group needs to catch up with this position but would like to make this happen before April 1st as more admin work is happening.

Jace will join the marketing committee to remove some of the redundancies.

MILES MEDIA UPDATE – CARRIE

Carrie introduced Jeff Wollman and Nancy Wiles to present the branding strategy.

Miles has created a one page on why GCCTB is changing its branding. Part of this is redesigning the website and what the content looks like. This is working in coordination with the sustainability plan.

2022 Owned and Paid Media

Owned and Paid Media ads that were paid for, as well as the organic channels.

Media Overview: The goal has been to drive tourism to Grad Count and increase books through chambers, lodging properties, activity vendors, and other tourism entities.

The budget also looks at the seasonality of our community and ensures efforts are being focused on the times of the year that need more marketing push.

70% has been spent on in-state audiences, and 30% on out-of-state audiences.

Instate: Denver and Front Range

Out of State: Texas, Kansas, Missouri, Illinois, Minnesota

Instagram users are more followers within Grand County than in any other part of the state.

Audience Personas

- Young and Free
- Active Families
- Silverado's

The goal of going through this process is to review ad messaging and the look and feel to align with our newly evolved brand. It also allows Miles to review ad platforms and brands and adjust audience and persona targeting to be more specific to brand missions and values.

Jace liked that this was a nice reset to work with sustainability marketing and that the timing was perfect. Jace would like to be more creative for the branding and tie the marketing campaign messaging with Visit Grand County messaging.

OLD BUSINESS

COUNTY COMMISSIONERS MEETING – HOUSE BILL MEETING

Lindsey asked the board to look for the Doodle Poll for potential Tuesdays to meet with the board. Lindsey has a meeting with CADMO on March 17th, and Lindsey will follow up with Ed and see if there have been any other conversations on the house bill before we schedule ay Monday nother meeting.

INVOICE APPROVAL WITH THE COUNTY

Ron reformatted the contracts and then added a current year addendum outlining the scope of work and contract amount. This will help answer any questions that the financial department has been requesting.

Mike made a motion to approve the new reformatted contracts that were amended for Public Relations, and the Sales and Administer were dated initially on January 1, adding the new yearly scope amendment that 2023. Nancy second. Motion approved.

DROPBOX ACCESS

Lindsey asked the executive committee if they had had a chance to review DropBox access. Ron was able to review, but the current structure needs to be attended to for the board to share. Ron would like to assemble a file outline and then restructure what folders the board can access. Lindsey suggested that the board utilize Google Drive to share this information.

NEW BOARD MEMBER DOCUMENTS

Nancy is working on an introduction letter to share with new members. Nancy will share the draft of the letter with the board to review.

NEW BUSINESS

Gaylene asked the board if she could attend PRSA Conference instead of attending a conference in Canada. This change is within her budget requirements, and the board was okay with this change.

Lindsey will also draft a letter about changing board members to different districts. Lindsey will share with Ron, and Ron will sign and send it to the BOCC.

APRIL BOARD MEETING – THURSDAY, APRIL 6 – GRANBY FIRE STATION

PR Update – Gaylene Ore

2nd Quarter Grant Reviews

Nancy motioned to adjourn the meeting, and Mike seconded the motion. The motion carried unanimously. The meeting was adjourned at 4:49 pm.

The meeting moved into an executive session.

Rachel motioned to adjourn the executive session. Mike second. Motion approved.

Submitted March 13, 2023 – Lindsey Morrow – Director of Grand County Colorado Tourism Board