



**GRAND COUNTY**  
COLORADO ★ USA

GRAND COUNTY COLORADO TOURISM BOARD

April 6, 2023, Board Meeting

Granby Fire– Granby, Colorado  
Station

**BOARD MEMBERS PRESENT:**

Ken Fosha, Mike Ritter, Nancy DuLac, and Ron Ellis

**Zoom:** Jace Wirth and Rachel Thackston

**BOARD MEMBERS ABSENT:** Kristen Spronz (joined briefly so the board could have a quorum to vote.)

**OTHERS PRESENT:** Lindsey Morrow, Gaylene Ore, Carrie Tomlinson, DiAnn Butler, and Catherine Ross.

Ron called the meeting to order at 3:00 pm.

**PRESIDENT UPDATE – RON**

Nothing to present.

**AUDIENCE PARTICIPATION**

**GRAND COUNTY ECONOMIC SUMMIT SPONSORSHIP**

DiAnn Butler – Grand County Economics

DiAnn presented that the GC Economic Summit is scheduled for June 7<sup>th</sup> at Sun Communities. The theme is sustainability, and the guest speaker is Chet Sisk. DiAnn thought combining the tourism board's efforts with sustainability would be an excellent opportunity to educate Grand County on our effort.

The Guest speaker would cost \$3,000 and include a private breakout session with Chet. DiAnn would also like GCCTB to offer a breakout session.

Nancy motioned to co-sponsor the Grand County Economic Summit event on June 7, 2023, for \$3,000. Ken seconded the motion. The motion carried unanimously.

**APPROVAL OF MINUTES – MARCH 2023**

Ken motioned to approve March 2023 minutes, and Jace second. The motion carried unanimously.

**APPROVAL OF INVOICES**

The finance committee approved the payment of invoices totaling \$56,548.81 on March 17, 2023.

**BOARD COMMITTEE REPORTS:**

Executive Committee & Finance Committee – Ron

Nothing to report.

Marketing Committee – Kristen

Miles presented.

Sustainability Committee – Jace

Jace reports that the committee has been meeting regularly, and Miles Media has created a sustainability plan on the website and drafted a press release. Jace would like a committee meeting within the next week to review the partnership and roles with Winter Park and the best ways to launch both plans.

Lindsey asked Jace where we stand on the RFP for the positions, and at this time, the RFQ has been put on hold till the committee has had time to go through the schedule of items that need to be completed.

#### **PUBLIC RELATIONS – GAYLENE ORE**

Gaylene presents that she had attended the Travel Media Event. In addition, she has hosted the following media:

- Brittany Anas – Denver Post
- Kari Bodnuckuck – Boston Globe
- Lani Derricks – Life Anchored
- Jeanine Consoli – Freelance

For media relations, Gaylene has had ongoing conversations through HARO and Travemedia. Additionally, she has been placed in Insider Boston Globe, The Gazette, She Buys Travel, Journal & Topics, and Houston Chronicle.

Gaylene has been booking fall and winter media hosting trips. Year to date, she has hosted and interviewed 13 people for her monthly podcast, Grand County Podcast.

#### **MILES MEDIA UPDATE – CARRIE TOMLINSON & PJ YESAWISCH**

Carrie and Lindsey report that GCCTB was awarded the \$20,000 2023 CTO Tourism Management Grant. This will be an excellent opportunity to offer a breakout session at the Economic Summit.

Last fall, Carrie presented three different budgets to the board and approved the new branding budget. Carrie and her team have been very busy with the process.

Introduction to the branding processes. Below is the link to the full presentation

[https://docs.google.com/presentation/d/1O3xcNLf4CEsJvGIa5co\\_jQJEcg1gKllu/edit?usp=sharing&oid=112120826625625877624&rtpof=true&sd=true](https://docs.google.com/presentation/d/1O3xcNLf4CEsJvGIa5co_jQJEcg1gKllu/edit?usp=sharing&oid=112120826625625877624&rtpof=true&sd=true)

Jace likes the visualization and how this ties into the sustainability plan and items that we have highlighted. Ron believes this is the most significant branding shift that GCCTB has done. Ken would like to see more true color within the imaging.

Catherine loves the theme and believes that the branding can be used throughout the community, and each chamber and town can utilize the brand to fit their needs.

Carrie would like the board to review over the weekend and then send her any feedback by April 12<sup>th</sup>.

#### **OLD BUSINESS**

##### **COUNTY COMMISSIONERS MEETING – HOUSE BILL MEETING TUESDAY, APRIL 11<sup>TH</sup> @ 1 PM**

Lindsey reminded the board to attend the meeting next week to discuss changing the lodging tax.

#### **GOOGLE DRIVE**

Lindsey has started sending documents through Google Drive and asked for feedback.

#### **NEW BOARD MEMBER DOCUMENTS**

Nancy has been working on an introduction to the details.

#### **NEW BUSINESS**

##### **SUSTAINABILITY POSITION & UPDATE**

Jace will send out a new calendar invite for the monthly meeting, as this month's meeting falls on a Saturday.

#### **COUNTY COMMISSIONERS REQUEST TO CHANGE BOARD MEMBERS.**

Kristen spoke with Rich Cimino, County Commissioner, and recommended that Commissioner Cimino appoint Rachel Thackston and Cheryl Spezia to the Fraser District.

Mike motioned that the board recommends to the BOCC and Commissioner Cimino that we reappoint Rachel Thackston to the Fraser District and appoint Cheryl Spezia, VP of Lodging of Sales for Winter Park Resorts, to the Fraser District. Nancy seconded the motion, and the motion carried unanimously.

**MIDDLE PARK FAIR & RODEO GRANT REQUEST Middle Park Fair & Rodeo Grant Request**

Nancy motioned to approve the Middle Park Fair and Rodeo Grant Request of \$2,100. And Ken second. The motion carried unanimously.

At 3:18, Kristen left the meeting, and there was no longer a quorum for the remainder of the session.

**MAY BOARD MEETING – THURSDAY, MAY 4<sup>TH</sup> – LOCATION TBD**

Chamber Quarterly Updates

Marketing Update

The meeting was adjourned at 4:37 pm. The meeting moved into an executive session.

Submitted April 17, 2023 – Lindsey Morrow – Director of Grand County Colorado Tourism Board