



GRAND COUNTY
COLORADO ★ USA
GRAND COUNTY COLORADO TOURISM BOARD
May 4, 2023, Board Agenda
Granby Town Hall, Granby Colorado

BOARD MEMBERS PRESENT: Kristen Spronz, Mike Ritter, Cheryl Spezia, Ken Fosha, Ron Ellis, Nancy DuLac, and Jace Worth.

Zoom: Carrie Tomlinson

BOARD MEMBERS ABSENT: None

OTHERS PRESENT: Lindsey Morrow, Gaylene Ore, Sarah Cichon-Douglas, Lisa Bornfield, Brittany Vandelinden, Catherine Ross, Emily Hagen, and Maire Sullivan.

Ron called the meeting to order at 3:07 pm.

PRESIDENT UPDATE – RON

Nothing to present.

AUDIENCE PARTICIPATION

No audience participation.

CHAMBER UPDATES:

GRAND LAKE

Emily reports that pond hockey was a great event this winter, with 55 teams participating and a waitlist of 12 teams. The event has grown and had over 1500 people for the tournament. The video crew came up to do an ad for this event and are looking at building this event out to be a two-day weekend.

They have been working on content, blogs, and the website. They are rebranding the landing page for events and meeting the visitors' needs to see the events on the page. The goal is to have this done by Memorial Day. They are working on cleaning out the SEO and any old information on the site.

Emily is also working on the RMNP campaign getting visitors to stop in Grand Lake. RMRT will have reservations starting May 24th, including trails in the town limits of Grand Lake.

The Grand Lake Chamber is redoing the billboard outside of town. They can change out seasonally; the message is "Turn Left." The goal is also to have it up by Memorial Day.

Emily and the team have also updated the local moose map and a guest guide. Both of these will also be digital and on the website.

GRANBY

Sarah is working on getting ready for all of the events this summer. Music and Market is starting in June.

Sarah is working on their in-house branding for businesses with Granby. 9 News saw the marketing on Simple Coffee and other businesses, so their marketing efforts are expanding to support local businesses.

The overall marketing efforts are for the town and the sustainability of the community and local businesses. Sarah also reports that they have hired a part-time lady to be in the office.

HOT SULPHUR

Lisa reports that upcoming events are the team clean-up days for the town of Hot Sulphur. Hot Sulphur Days will be June 9 through the 11th, and there will be a new 5k run on Sunday.

Town businesses have some commercial real estate places open, and they are trying to get some new business in there,

KREMMLING

Brittany thanked the board for the grant for the gravel race. Brittany has had a slow spring, but summer will be packed. Brittany is also working on a visitor guide, as this is the first one in over ten years, and they will be producing it in-house.

WINTER PARK

Catherine reports that in the first quarter, they are overall above 11%, but April was busier than March. Overall the winter was very successful. The summer is looking a little soft, but this is due to end-of-season late skiing.

Events are booking up fast; the Jazz Festival is celebrating its 48th year, and they have a strong headliner for the event. 4th of July is a big event, showing a little soft with reservations, but Winter Park also promotes the entire county.

Winter Park is also looking at increasing short-term rental fees this year. Winter Park is considering adding a local ballot measure to increase lodging fees within town limits to have dedicated funding for affordable housing.

Headwaters Trail Alliance created Stand in Grand, funded by GCCTB and Grand Places. This has been a strong campaign but doesn't follow the state. Grand Places would like to have this message across our media outlets and to be able to get this messaging out.

Kristen has suggested rebranding the messaging "Stand Grand," as there could be issues with the wording. Catherine liked the suggestion as well.

APPROVAL OF MINUTES – APRIL 2023

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

APPROVAL OF INVOICES

The finance committee approved the payment of invoices totaling \$112,515.84 on March 17, 2023.

BOARD COMMITTEE REPORTS:

Executive Committee & Finance Committee – Ron

Executive Committee did not meet this month.

Marketing Committee – Kristen

Kristen reports that Miles Media is presenting later in the meeting.

Sustainability Committee – Jace

Jace reports that the committee is in a holding pattern as we want to unify messaging with Winter Park Chamber.

MILES MEDIA UPDATE – CARRIE TOMLINSON

Carrie has been busy with the rebranding and the direction that we are going. Next week Carrie will be in Grand County to speak with all of the chambers to ensure that the rebranding of our community encompasses all of our uniqueness. During Carrie's visit, she wants to talk with the chambers about getting new media and film crews to come to Grand County. June 7th is the goal, the same week as the Economic Summit.

Ron asked Carrie how the board could also give feedback on the branding presented last month. Carrie will send a survey out to the board, and the board agreed to respond to this survey.

In the first month that the team at Miles has been working on the website development, they reviewed the database and verified all businesses to improve the GCCTB website's accuracy.

Now that it is May, the team is working on the new 2023 CTO Tourism Management Grant. This grant aims to ensure accurate information and improve the destination within Grand County while visitors are researching Grand County. The goal is to ensure that all businesses within Grand County can benefit from this. Additionally, the team is working on a topic to present during the Economic Summit.

Carrie also informed the board that the marketing committee meetings had had low participation.

OLD BUSINESS

COUNTY COMMISSIONERS MEETING – HOUSE BILL MEETING MAY 23, 2023, @ 1:30 PM

Lindsey reminded the board of the workshop scheduled for May 23rd. The board has also asked the chamber directors to get approval from their boards to attend and present at this meeting.

Ron asked Gaylene to put together talking points to share with the board and chambers that address the conversations that have taken place.

GCCTB CONTRACTS & COUNTY REQUESTED CHANGES

The county attorney reviewed the two contracts, the vendor contract, and the grants. There are minor changes to the grant contracts, but many changes are to the vendors. The proposed changes have no reference to the GCCTB but rather to the county commissioners.

Ron would like to schedule a meeting with the county attorney to have a workshop. Ron would like the executive committee to move forward with this request. Lindsey mentioned that the board does not currently have Directors & Officers Liability insurance. Ron will also ask the county about this.

ECONOMIC SUMMIT – JUNE 7TH

Rebecca, Carrie, and Julie will be presenting the sustainable tourism workshop. The team is working on the description and workshop content. This workshop is scheduled for 11 am. This is a great outreach touchpoint with the community to educate them on what GCCTB has been working on.

Lindsey will reach out to DiAnn to get tickets for the board.

NEW BUSINESS

Kristen spoke with the Marketing Manager at Devils Thumb about sitting on the board. Lindsey will reach out to her and invite her to the next meeting.

JUNE BOARD MEETING – THURSDAY, JUNE 8TH – GRANBY FIRE STATION

Financial Review

Director Update

PR Update

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

Jace motioned to move into executive session, Ken second. The motion carried unanimously.

EXECUTIVE SESSION

Jace motioned to accept the Interim Executive Director contract starting May 8-12/31/23 for \$48,000, with expenses not exceeding \$10,000. Second by Mike. Motion to adjourn Kristen, second by Nancy.

*notes were provided by Nancy via email

Submitted May 25, 2023 – Lindsey Morrow – Director of Grand County Colorado Tourism Board