



GRAND COUNTY
COLORADO ★ USA

GRAND COUNTY COLORADO TOURISM BOARD

June 8, 2023

Granby Fire Station – 60500 US Hwy 40 Granby, CO 80446

BOARD MEMBERS PRESENT: Ron Ellis, Mike Ritter, Cheryl Spezia, and Ken Fosha

Zoom: Jace Worth, Nancy DuLac, Elizabeth Brumm

BOARD MEMBERS ABSENT: Kristen Spronz & Rachel Thackston

OTHERS PRESENT: Lindsey Morrow, Gaylene Ore, Carrie Tomlinson, Sarah Cichon-Douglas, Dave Huber
Ron called the meeting to order at 3:10 pm.

PRESIDENT UPDATE – RON

Nothing to present.

AUDIENCE PARTICIPATION

Elizabeth Brumm, the marketing director at Devils Thumb Ranch, is interested in serving on the board. She joined the team at Devils Thumb a year and a half ago. She would be filling the vacant spot in the Fraser District.

David Huber, General Manager at Sun Communities, has been in the community for three years. David would be filling the vacant spot in the 3 Lakes District.

Sarah with Destination Granby is getting ready for the summer events, and they are going to be kicking off in two weeks.

APPROVAL OF MINUTES – MAY 2023

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

APPROVAL OF INVOICES

The finance committee approved the payment of invoices totaling \$303,374.76 on May 12, 2023. This batch did include the chamber's block grant second payments.

Ron mentioned that the board received an overpayment from the lodging tax for this month. Curtis sent Ron an email dated June 2, 2023, about this issue. The email stated how the county would handle the correct overpayment.

BOARD COMMITTEE REPORTS:

Marketing Committee – Kristen

Not present

Sustainability Committee – Jace

Jace thanked the committee for their patience as he was out of town—nothing else to report.

INTERIM EXECUTIVE DIRECTOR REPORT – GAYLENE ORE

Gaylene reports that she has been in multiple meetings. Carrie and Gaylene will be meeting bi-weekly meetings, meeting weekly with Ron as well. Gaylene has also been out trying to recruit members for the board.

Gaylene attended the Winter Park Speed Networking, the Summit Vision meeting this week, and the Headwaters Trail Alliance. In addition, meet with Cheryl with a new member packet.

Gaylene also reported on the trends she learned about at the Adventure Travel Trade Association.

Emily with the Grand Lake Chamber also spoke with Gaylene about the new Grand Lake Billboard and what a great marketing campaign it has turned into. She was grateful for the grant money to help with this project.

OLD BUSINESS

COUNTY COMMISSIONERS MEETING – HOUSE BILL MEETING MAY 23, 2023 UPDATE

Ron, Gaylene, and Lindsey attended this meeting. Ron reports that it seems like the commissioners will be increasing the tax to 2%. There is still an active conversation on how they will allocate this percentage of funds. Some of the commissioners said it should be 50 / 50 split or 75 / 25 split. The language for the ballot initiatives needs to be very clear on how this split will be. The next meeting is scheduled for Tuesday, June 13, 2023, at 2:00 pm.

EDA Grant

Ron reminded the board that the board agreed last year for the \$100,000 for the EDA Grant; this was in a letter dated January 27, 2022, that Ron sent to DiAnn Butler, and Ron also signed a resolution regarding this payment.

Mike made a motion to authorize Ron to transfer the \$100,000 from the GCCTB fund initially approved by the County to fulfill the GCCTB committee to the EDA grant. Cheryl second. The motion carried unanimously.

NEW BUSINESS

BOARD RETREAT

Gaylene mentioned to the board that they need to get the Board Retreat scheduled for October. This is a full-day retreat, and to bring in a facilitator. Gaylene will send out a Doodle Poll on dates. Mike asked if Corrigo could be a good fit for this facilitator. Gaylene will also investigate this as well.

RESIGNATION

Ron mentioned that the board received Lindsey Morrow's resignation letter.

Cheryl made a motion that the board official accept Lindsey's resignation, thanks to Lindsey, and the board authorized compensating Lindsey at \$76 an hour to help Gaylene as necessary to ensure a smooth transition within a two-week window, June 16, 2023. Mike second. The motion carried unanimously.

Cheryl made a motion to increase the cost for Gaylene to \$1,000 for the next month to cover additional expenses for the transition of other administration. Mike second. The motion carried unanimously.

MILES MEDIA UPDATE – CARRIE TOMLINSON

https://docs.google.com/presentation/d/1GIE_tOWWQitFKIin_QuYo9YrwiaX2bmdURBSnB3Rcac/edit#slide=id.p

JULY BOARD MEETING – THURSDAY, JULY 6, 2023 – FRASER TOWN HALL

Marketing Update

Quarterly Grant Reviews

The meeting was adjourned at 5:15 pm. The discussion moved into an executive session.

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

EXECUTIVE SESSION

Submitted June 9, 2023 – Lindsey Morrow to Gaylene Ore

Submitted _____ Gaylene Ore to the Grand County Tourism Board