



GRAND COUNTY
COLORADO ★ USA
GRAND COUNTY COLORADO TOURISM BOARD

July 6, 2023
Fraser Town Hall - 153 Fraser Avenue Fraser Colorado
3 pm

BOARD MEMBERS PRESENT: Ron Ellis, Elizabeth Brumm, Kristen Spronz, Ken Fosha, Nancy DuLac,

Zoom: Mike Ritter, Carrie Tomlinson, Cheryl Spezia, Dave Huber

BOARD MEMBERS ABSENT: Jace Worth

OTHERS PRESENT: Gaylene Ore, Paula Isakson, DiAnn Butler, Joanna Whitmarsh, Michael Brack, Sarah Wieck, Stephanie Connors

Call to Order at 303 pm

PRESIDENT UPDATE – RON

The Board made introductions to new board members.

AUDIENCE PARTICIPATION

Joanna Whitmarsh is interested in serving on the Main Stem District. She is a business owner at the Kremmling airport. Gaylene will send a letter of intent to the BOCC.

Michael Brack, Fraser Town Manager updated the board on projects, developments and events in the town which includes the Victoria Village, Main Street and Farmers Market.

APPROVAL OF JUNE 2023 MINUTES

Ron motioned to approve the June 2023 minutes, Ken - moved- second Kristen - the motion carried unanimously.

APPROVAL OF INVOICES –

Gaylene presented June's invoices TOTALING \$226,532.

APPROVAL OF JUNE 2023 INVOICES

Ron motioned to approve the June 2023 invoices, Mike - moved- second Kristen - the motion carried unanimously.

BOARD COMMITTEE REPORTS:

• **SUSTAINABILITY COMMITTEE –**

Gaylene mentioned that she and Jace are meeting with the Chambers July 12th.

• **FINANCIALS - RON ELLIS**

Ron reviewed the budget and grants distributed. The budget may go down due to competition for visitors, international travel, and other destinations. We are adjusting the contractor's invoicing to reflect past months' payments and reimbursements.

INTERIM EXECUTIVE DIRECTOR REPORT – GAYLENE ORE

Gaylene is meeting weekly with the administrator and marketing agency. She had a meetings with the CDOT regarding the Colorado River Scenic Byways, Catherine Ross and Emily Hagen. Gaylene and Ron met with the BOCC, the County Manager, Merrit Linke, and the County Attorney.

MARKETING UPDATE - MILES MEDIA – CARRIE

Carrie discussed AirDNA and how the program will work. Carrie and her team did brand testing. 500 people responded to the survey with the highest recognition being – Discover the Modern West. Carrie and Gaylene talked about community engagement and how we communicate with the residents the value and vision for the county and the benefits and tourism.

Carrie requested an additional \$16,000 for still photography happening at the end of July. Ron suggested that the board pay the \$13,500 for AirDna and Miles to use the fund they were going to use for photography.

Cheryl and Kristen asked to make sure to contact NSCD and Snow Mountain Ranch Adaptive Horseback Riding Program

Carrie and her team are reviewing the current content on the website and are moving forward with the new design and tagline.

OLD BUSINESS

Ron gave an update on the County's Ballot Issue HB1117. The initiative has to be on an even year and will be placed on the 2024 ballot.

Gaylene asked for additional funding for administrative assistance to help with developing an operational manual and misc. items.

Ron motioned to move forward Increased Budget of \$3000 per month, Nancy & Mike second. The motion carried unanimously.

Ron read a thank you letter to be sent to Lindsey. Ron motioned to move forward with sending Lindsey the note. Nancy & Mike second. The motion carried unanimously.

NEW BUSINESS

- October Board Retreat (October 16) - Location TBD – Gaylene will start researching facilitators.
- Datafy: The board agreed to pay the full amount of \$16000.00. Gaylene will ask for an updated contract. Nancy motioned to move Kristen second. The motion carried unanimously.

Mike motioned to move forward AIRDNA cost \$13,500 to come directly out of budget as a new expense (not out of Miles), Kristen second. The motion carried unanimously.

The board agreed to support the Conexion Letter of Agreement. Ron motioned to move forward to sign the letter of support Conexion , Mike second. The motion carried unanimously.

Extension Interim contract ED discussion

- The board would like to see a separate PR contract.
- Gaylene will contact the county attorney regarding a county RFP template
- Kristen would like to see the interim ED position extended. Mike asked that this be addressed in executive session at the next board meeting

Adjourn

JULY BOARD MEETING – THURSDAY JULY 6, 2023 – FRASER TOWN HALL 153 FRASER AVENUE, FRASER CO

Ron motioned to move into adjourn meeting, Kristen second. The motion carried unanimously at 4:55 pm.

Next Meeting: August 3, 2023 - Granby Library 55 Zero Street, Granby CO 80446. Board Meeting and New Board Member Orientation

Submitted July 10, 2023 – Paula Isakson to Gaylene Ore

Submitted July 12, 2023 Gaylene Ore to the Grand County Tourism Board