



**August 3, 2023
Granby Library
55 Zero St., Granby, CO**

BOARD MEMBERS PRESENT: Ron Ellis, Mike Ritter, Jace Wirth, Dave Huber, Elizabeth Brumm, Kristen Spronz, Joanna Whitemarsh, Nancy DuLac,

BOARD MEMBERS ABSENT: Cheryl Spezia, Ken Fosha

Also PRESENT: Gaylene Ore, Paula Isakson, DiAnn Butler, Gillian Butler, Ted Cherry-Granby Town Manager

Ron Ellis - President Called the meeting to order at Call to Order at 3:01 p.m.

PRESIDENT UPDATE – RON

Ron invited the guest speakers to speak to the board

AUDIENCE PARTICIPATION

TOWN OF GRANBY UPDATE - TED CHERRY

Granby Town Manager Update (Ted Cherry) gave updates on the town of Granby Comprehensive plan. The town is hoping to have the plan approved at the end of August. Plan includes updates on the core downtown area, walkability and design to ensure economic viability while keeping the small western CO town feel.

Working on conservation easement located at the River Run Sun Outdoors community with Colorado Land Trust. The town of Granby owns 850 of these acres with plans on moving 750 acres to go into a conservation easement.

Granby is also working with local community businesses (i.e. Granby Ranch, River Run Sun Outdoors etc.) to tie the town to these neighborhoods via trail system.

The town is looking at expanding the current bus system in the future to potentially include a trolley.

Granby was awarded a 3.6 million grant from the state of Colorado to create workforce housing.

GRAND COUNTY ECONOMIC DEVELOPMENT - DIANN BUTLER UPDATE

DiAnn brought the board up to date on the EDA Grant. Antero is finalizing details and starting to identify projects for the grant. Diann and Antero are working on scheduling a meeting with the CTO and National Parks. DiAnn explained to the new board members that the EDA Grant is for tourism revitalization. Consultants were hired approximately 8 months ago.

DiAnn expressed to the board her appreciation for support with Datafy. On September 5, 2023, Datafy will be doing a presentation for the county commissioners. If board members want to join there will be an opportunity via Zoom meeting. DiAnn let the new board members know that Datafy captures cell phone and credit card transactions and provides us with data on visitors to Grand County.

APPROVAL OF JULY 2023

The minutes from the July 2023 meeting were reviewed. Kristen made a note that we need to make an edit on meeting minutes for July that Kristen moved to end the meeting not Ron.

Mike moved to approve the July 2023 minutes with the edit. Jace seconded the motion. Motion carried unanimously.

APPROVAL OF INVOICES

Gaylene reported that the Finance Committee approved \$186,191 of expenditures for the month of July

BOARD COMMITTEE REPORTS

MARKETING COMMITTEE - GAYLENE ORE

Gaylene shared the updates from Miles Media. Carrie visited Grand County last week for the photo and video shoot.

Miles is working on the CTO grant to set up 3 Google training 3 spots in October. Carrie is currently working on business audits.

The new website update is currently in progress.

SUSTAINABILITY COMMITTEE - JACE WIRTH

Jace indicated that he and Gaylene have been in conversation regarding the sustainability plan. He and Gaylene have been meeting with the county Chamber directors to re-establish relationships and review the destination stewardship plan. They have assured directors there is no change in block grants. Jace thinks it would be a good idea to have a county tourism summit in the next 4 to 6 months. Staying in conversation with the chamber directors to get more feedback.

Jace mentioned that Gaylene thought it would be a good idea to build a sustainable tourism council. Gaylene is reaching out to potential candidates to be part of this group. Jace stated that GCCTB is more of an advisory while each town has its own governance.

Jace thought that he and Gaylene were making good headway to engage the community. He also thought that the GCCTB can be a great resource

for data for the community and be able to share relevant economic information.

Jace commended Gaylene on the great work she is doing in reaching out to key stakeholders and sharing the work of the board and effectively communicating our sustainability plan. Jace feels that we should try to unify our message within the county.

The chambers mentioned they would like to know what to present to the board.

Have chambers give us a framework to report how things are going - not sure what to present to board - they are asking for a framework on how and what to present - recommends that we get a framework for them. Gaylene has done a great job in communication with them.

Gaylene mentioned that the chambers liked the idea of a tourism summit. She thought it might be a good idea to tie together a sustainability summit and economic summit together.

- DiAnn with Grand County Economic Development was agreeable with this joint effort.

-Gaylene commented that we have money in the budget for next year for the summit

-DiAnn with Grand County Economic Development asked if we could get a committee from the GCCTB to start planning. She would then put money in her budget to help with the expense of the summit.

Mike wanted to know if we need someone to manage the sustainability plan. Gaylene agreed that this needs to be reviewed in the future.

Ron mentioned how he thought it was important that we work with the chambers with the sustainability plan. Ron asked Gaylene to get a format for the chambers on what they should present and create a format.

Regarding Format Ideas:

- Jace thought it would be a good idea to get more data from the chambers, how they use the funds we give them and what type of return the county receives.
- Kristen thought event information would be important as well.
- Ron mentioned it would be helpful to know what type of web traffic the chambers are getting.
- Mike was interested in learning more about the messaging that the chambers are using and how they talk about the community via social and their website (the information does not have to be every time they report)

INTERIM EXECUTIVE DIRECTOR REPORT - GAYLENE ORE

Gaylene reported to the board that she has been going to a lot of meetings. Some of the meetings include meeting with chamber directors, DiAnn with Grand County Economic Development, meeting with organizations within the community to share how the GCCTB has grant opportunities etc. and what the tourism board does. Gaylene also has been trying to fill the rest of the board seats.

Gaylene has been meeting with Paula each week. They are both looking at grants, board packets and processes. Gaylene wanted to know how the board would like to receive their board packet, as there are opportunities to create a folder on google drive or dropbox. She mentioned that she and Paula can continue to send out the packets by email. Paula also created a powerpoint presentation for the new board member orientation and a reference packet on google drive and dropbox. Finally, Paula reviewed the website and sent Carrie updates that needed to be done. They are also working on a manual for the admin and executive director roles.

Ron mentioned that the activity level has changed dramatically and that he and Gaylene have been working on general operations together. He is noticing a lot more activity with Gaylene' connecting with the chambers and other organizations and is pleased with the way things are moving forward.

OLD BUSINESS

Ron mentioned that the PR contract expires at the end of 2023. We need to put about an RFQ for the position.

Gaylene created an RFP for the PR Role and will post the job at the end of this week.

NEW BUSINESS

GOVERNORS CONFERENCE

Ron opened a discussion about the conference. Last year budgeted for 4 board members to attend. Gaylene said the conference is September 27 - 29, 2023. Kristen mentioned the event was in Ft Collins.

Comments from last year attendees. Ron and Kristen found it very helpful.

Gaylene mentioned that we need to sign up as soon as possible. Ron Joanna, Kristen and Dave would like to attend. Elizabeth and Jace might like to attend.

Gaylene offered to make reservations for the conference for those interested in attending. Ron mentioned that the county would reimburse each attendee for hotel and mileage.

Nancy came in at 352 p.m. to the meeting

INTERIM EXECUTIVE DIRECTORS CONTRACT

Ron mentioned that at our last meeting the board increased the budget for the admin role by \$3000.00 per month. The board needs to update the contract with this new amount included. He indicated the board could update the current contract with the additional \$3000.00 or change the term of the contract that expires at the end of 2023. Ron said we could renew the contract for another year.

Ron said that Gaylene is doing a lot of things that were not done before and is not sure we will figure it all out at the end of 2023. If we extend the

contract to end in 2024, then we have more time to define the job description. Nancy liked the idea of extending the contract.

Mike moved to extend the Interim Executive Director contract to the end of 2024 with the admin costs, Nancy second. Motion carried unanimously.

2024 BUDGET

Ron said the board needed to submit a budget to the county by the end of August.

He put together a preliminary budget for the board to review and reminded the board that summer lodging tax totals will come in November. His budget proposed that the tax dollars during COVID were temporary and that the tax amount would more than likely go back to the Pre-COVID 2020 time frame. The County commissioners believe numbers are softening and to be cautious as numbers are going down.

Ron showed a breakdown and comparison of 2023 and 2024 of the current and proposed budget. He noted that a new category was created called Market Research spent on AIRDNA and Datafy to help create transparency.

Mike asked about the remaining contingency - Ron said this fund is for reserves to adjust spending and make up for any shortages needed etc.

To note, we will not get lodging tax this quarter because the state overpaid us last time.

Ron said he based his budget on the Covid bump and Covid correction and that this will take a few years to correct. More than likely visitors are spending less money and that lodging rates are volatile. Mike agreed that the budget is based on what we cannot control. Jace agreed with Ron on his budget.

Ron said that the biggest piece of the budget goes to grants. Marketing is now about getting more people here but distributing people around the

county and getting people here during soft periods. Ron again reviewed how the proposed budget for 2023 compares with 2024.

Jace wanted to know on the district grants if the chambers spent their entire grant. Sometimes they roll over the grant. He suggested that we let the chambers know that they might be expecting less funding if HB117 passes. Gaylene wanted to know if contingency could be used for grants if needed. Ron said yes and that it would go back to the districts.

Gaylene and Ron are meeting with Curtis from the county on the 8-14-23.

Jace moved to approve the 2024 Budget set forth by Ron. Kristen seconded the motion. Motion carried unanimously.

BOARD RETREAT

Gaylene reported that the YMCA is donating a Reunion Cabin. The meetings will be from 9 am to 5 pm. She is in touch with Dave with Mission to Market. He is a facilitator who has worked in Grand County for the CTO and Miles Media. The cost is \$3600.00, which includes travel, expenses, reporting etc.

Gaylene recommended that he can help the board with future planning and review the sustainability plan.

Ron said we have not had a leader like this before and liked the idea that having a facilitator would help as we need to work on long term planning.

Kristen moved to approve the pay facilitator for tourism board retreat for \$3600.00. Jace seconded the motion. Motion carried unanimously.

ADDITIONAL COMMENTS - GAYLENE

Gaylene said she received a call from Catherine Ross with the WPFV. She asked if the GCCTB would be willing to have a page on the visitgrandcounty.com website to promote Stand Grand. Stand Grand works with Grand 2050, BLM, National Forest Service and Open Lands.

Gaylene will set up a meeting with Kristen and Catherine to discuss prior to the September meeting.

SEPTEMBER 7, 2023 MEETING:

Location: Grand Lake Town Hall

Finance Committee - 2 pm

Marketing - Miles Media

PR - Ore Communications

ADJOURN

Elizabeth motioned to adjourn the meeting, Joanna second. Motion carried unanimously. The meeting adjourned at 4:52 p.m.