



September 7, 2023
Grand Lake Town Hall
1026 Park Ave, Grand Lake, CO
80447

BOARD MEMBERS PRESENT: Ron Ellis, Joanna Whitemarsh, Cheryl Spezia, Elizabeth Brumm.

BOARD MEMBERS ATTENDING VIA ZOOM: Mike Ritter, Kristen Spronz, Dave Huber.

BOARD MEMBERS ABSENT: Jace Wirth, Ken Fosha, Nancy DuLac

Also PRESENT: Gaylene Ore, Paula Isakson, Carrie Tomlinson - Miles Media, DiAnn Butler, Sarah Cichon-Douglas - Granby Chamber of Commerce, John Crone - Grand Lake Manager, Emily Grand Lake Chamber, Katie Hearsum.

Ron Ellis - President, Called the meeting to order at Call to Order at 3:00 pm.

PRESIDENT UPDATE – RON

Ron invited the guests that attended the meeting to speak to the board.

AUDIENCE PARTICIPATION

Gaylene introduced Jennifer Brown, a new board member candidate who would take Mike Ritter's board position when he retires. Jennifer lives in Grand Lake full-time, is a business owner, and writes literary fiction. She has lived here for 13 years and is excited about the opportunity to be a part of the Grand County Colorado Tourism Board.

TOWN OF GRANBY UPDATE - JOHN CRONE

John started out by saying that Grand Lake is a unique summer destination and, at the moment, not much of a winter destination. The town is taking big steps to make Grand Lake a year-round destination. The summer started off slow this year, with more rain and cooler temperatures until the middle of June. The summer took off after the middle of the month, and the town was as busy as the 4th of July holiday. John estimated that there were over 6,000 cars a day coming through town. He noted that numbers through June

were down and is still waiting on July and August numbers. John also commented that tourism numbers and sales numbers were up over the past several years due to the increase in business during COVID-19.

John shared information on the developing art scene in Grand Lake through the Rocky Mountain Folk School (www.rockymountainfolkschool.org). The organization is located in downtown Grand Lake and hosts classes that teach cooking, pottery, model boats, painting, woodworking and more. These classes are open to the public and help the community grow its creative vibrancy and economic development year-round. The Rocky Mountain Folk School is off to a great start and hopes to bring in 20 studio spaces for local artists with employee housing.

John thanked the Grand County Tourism Board for our strong relationship with the town of Grand Lake and the support that we provide to the town and the Grand Lake Chamber of Commerce.

John then asked the board and audience if there were any questions:

1) Affordable housing (John's Response):

There are six units for sale and additional condo units under construction that will be 'deed restricted' sale units. The town is currently changing the local employee program to allow local businesses to purchase units to rent to qualified candidates. The project will break ground in May 2024. The Mary Drive parcel located across from the Conoco gas station will provide space for another twenty 'deed restricted' sales units. In addition, the town has property outside of town that they hope to use for more units. John mentioned that it takes time to develop an affordable housing project. The project takes three stages, starting with the seasonal worker here for a season and next to the short-term worker. Stage one and two type workers usually reside in transitional housing, which is a condo or a townhome. The third stage is when that worker decides they want to stay in the community. At this point, they would look for an affordable single-family home. Grand Lake is working within stages one and two and toward stage three.

John also noted that the town of Grand Lake is discussing with the "Lift" to extend bus service to Grand Lake.

2) Information on winter recreation? (John's Response):

Grand Lake does not plow the roads in the winter (down to the cement) so that snowmobiles can drive up and down the main street. They have winter events like ice fishing, but these events only occur on the weekend. They are hoping that the new creative district through the Rocky Mountain Folk School will be a tourism driver with the events and classes they offer, bringing in more winter business during the week and

weekends.

3) What changes do you see in the next one to two years within the tourism market in Grand Lake? (John's Response):

John said that he hopes to see a growth in winter tourism. The summer season is so busy and almost too much for the town to handle. Grand Lake is investing in Christmas decorations to decorate the town and create a virtually "Hallmark" type of Christmas town. He said the actual Hallmark Family owns a house across the lake in Grand Lake. He encouraged us all to come and visit Grand Lake in the winter to take a break and to see what other parts of the community are like during the winter season.

4) Are you seeing any difference in the length of stay for your visitors? (John's Response):

Grand Lake is starting to see shorter stays. He also mentioned that the town used to rely heavily on 'out-of-state' and international visitors. The town is now getting more in-state visitors and single-day visits that were unheard of 6 years ago.

APPROVAL OF AUGUST 2023 MINUTES

Cheryl moved to approve the August 2023 minutes. Joanna seconded the motion. The motion carried unanimously.

APPROVAL OF INVOICES

Gaylene reported that the Finance Committee approved \$117,447.00 of expenditures for the month of August.

BOARD COMMITTEE REPORTS

A). FINANCE COMMITTEE - RON ELLIS

Ron said that Curtis (with Grand County) requested that the budget be a '0' balance budget. Secondly, he wanted the board to forecast a flat rate going forward. He also changed the contingency funding and forecast of lodging tax since the board did not have evidence that we were going up or down. Curtis projected that the board would be at 2 million for this year and the next year.

Ron changed the income level to 2 million dollars per the recommendation by Curtis and reduced the contingency to \$200,000.00 to make a balanced budget. He split the contingency between the district and the board and mentioned that this does not preclude tapping into the million-plus reserve. If the board wants to go beyond the set budget, we need to ask for a revised budget at the county level.

Mike wanted clarification on the budget: He recalled that we had been overpaid by the state and wanted to know if the current budget reflected this overpayment. Gaylene confirmed that the budget was correct and did account for this overpayment. Ron said that the overpayment was subtracted from the August payment.

Mike wanted to know if the double payment shows up on this budget. Gaylene said that the correction on the budget was made according to what the County has on its files. She stated they asked Curtis specifically about this amount.

Gaylene noted that Curtis said the revenue was down 6%. Ron said the 1st quarter was down and depends on when payment gets in. He said the extra payment would have come in May. Mike commented that the month of May looked in line and that the other amounts did not seem out of whack 'year over year' except for August.

Gaylene mentioned that she would check on Mike's question regarding the budget and confirm when the overpayment went into the budget. The overpayment was over \$282,000.00.

Dave wondered if it might be helpful to look at the budget totals. Ron commented that we need to ensure the overpayment was not accounted for twice and mentioned that he could see the underpayment but not the overpayment.

B). SUSTAINABILITY COMMITTEE - JACE WIRTH

Gaylene did the updates for sustainability, as Jace Wirth was not present. She met with Amy Wolf (Snow Mountain Ranch) and Elizabeth Brumm (Devil's Thumb Ranch) and spoke with them about creating a committee for sustainable tourism. This concept is currently in its infancy but will be developed further.

Regarding CTO and the Stand Grand Program, Gaylene mentioned she wants to see if GCCTB can break down into community level and piggyback with the current CTO program. The CTO is holding a destination stewardship meeting at Sun Outdoors on October 12 from 1:00—4:30 pm.

C). INTERIM EXECUTIVE DIRECTOR REPORT - GAYLENE ORE

Gaylene said she met with Catherine and HTA regarding Stand Grand. Stand Grand is not trying to develop a sustainability program on their own; instead, they are following the same "Leave No Trace" principles.

Mike wanted to know if state money exists for the Leave No Trace Program.

Gaylene mentioned she has been looking for more new board members and has been in

touch with Rachel with Vicious Cycle Brewery. She also met with Sam Missey, who might be a good candidate for the Main Stem district, but at this time, Sam is still determining if she can commit to Thursdays.

Regarding the PR Role, Gaylene has ads in the Sky Hi News, Colorado Mountain News, and Work in Grand. Unfortunately, she is not getting qualified local people applying except out-of-state applicants.

Administration work is moving along nicely with Paula. She is working on organizing files in Dropbox creating an appendix to show what the files contain, along with an operations calendar. The calendar and appendix have links to the files within Dropbox to make the information easy to navigate. She is also continuing to work on the operations manual with directions, creating checklists and evaluation forms (checklists, due dates, and evaluation forms) for the grantees and their files, and responding to emails).

D). MARKETING REPORT - MILES MEDIA

Carrie introduced PJ (on Zoom). He reviewed brand updates and execution items. Carrie talked about CTO workshops and travel sentiment for fall.

PJ Presented (Brand Updates):

Point One: Grand County represents the best of the Modern West
The best of the true west: real, wild, accessible, elevated.

Point Two: One-of-a-kind partner, help make Grand County grander. Our towns are our partners - the hallmark of our heritage. (Could be business partners, organizations, etc.)

Point Three: Because the land is our legacy, sustainability leads the way. Grand County embodies the Modern West, where living and loving the land that provides for us comes naturally.

PJ reviewed the facts of Grand County and then went over the summer photography.

He wanted to have a modern west feel with a wide range of shots, etc., showing a sense of place. More editing work has to be done. Still playing with contrasting colors.

- Drowsy Water Ranch photos - family business story, lodging, etc.
- Fraser Valley Distillery - process, food, hospitality, etc.
- Marjorie Cranston (From Grand Lake) - showing the story of losing everything in the fire and her resilience.
- Greater Winter Park area - Tabernash Tavern, town Winter Park, the valley in between

Fraser and Winter Park, the train.

- Grand Lake town - local shops, small businesses, etc.
- Bob Scott's Indian Jewelry - Shop and products, etc., Native American Art collection
- YMCA of the Rockies - Outdoor activities, working with kids, NSCD
- Grand Lake Trail & Ride Marina - image of baby moose, kids visiting and jumping off a bridge, etc.
- Dean Public House - owners, horses, caretakers and visitors, etc.
- Winter Park High Note Thursday Concert
- High Country Tours - AV Tours

Cheryl liked the summer photos – and asked about winter photos. Carrie mentioned that fall photos will be retouched and that she will be working on winter photo shoot in the future.

Carrie Updates

Carrie mentioned that during the photo shoot, she and her team did some videography along with getting footage with her drone pilot and will have cuts for the next meeting. She said that some of the footage included interviews from each of the local residents they photographed during the photo shoot.

Carrie then discussed branding through:

- Photography
- Website

CTO Grant Update

There will be a Digital Training Workshop scheduled in Grand County next month. So far, two locations have been secured, and she is working on a third location.

The schedule is as follows:

- Granby Public Library Thursday, October 5, from 9 am to 1130 am
- Winter Park October 5 from 330 pm to 5 pm
- Kremmling: waiting on confirmation
- There will be a digital option to attend meetings as well

Carrie asked if there were questions. Gaylene wanted to know when the discussion on the website would happen. Carrie said that the website is currently in development. Next week, the team will work on combining SEO information and content creation to go live in October. The team is currently working on matching up the social media platforms and emails with the new website.

Bree, who did the still photography, will work with Carrie to share the new images with the chamber directors so they can use the photos.

DiAnn mentioned she liked the photos that capture the personality and spirit of the locals. Gaylene commended Sarah with Destination Granby on the work she has done to highlight locals and businesses.

OLD BUSINESS

A). Stand for Grand

Gaylene invited HTA to come and visit to talk in October.

B). CTO Governors Conference

Gaylene asked the board members who are attending the conference to confirm that they have their lodging booked. She said the main hotel is already booked but has alternate lodging options. She also reminded the board to keep receipts to turn in to the County after the conference and reminded the board that a receipt form was attached to the board packet and should be downloaded for reporting purposes.

C). Board Retreat

Gaylene said that the meals for the day would be pizza and salad for lunch.

D). PR RFP

Kristen mentioned that she had reached out to the PR firm they use at the YMCA to see if they had any recommendations. Gaylene reiterated the importance that anyone applying for this role should be a local Grand County Resident. The deadline is September 30 to fill this role.

If Ore Communications keeps the contract, Mike is concerned about putting too much on Gaylene as the ED role and being respectful of her time. Gaylene said she would bring in a team to help with the Public Relations, focusing mainly on the ED role. Mike said it works for him.

NEW BUSINESS

A). AirDNA & Datafy Report

Gaylene noted that she, Ron and Paula met with Melanie to go over reporting. AirDNA is currently updating its dashboard and will show the board how it looks at our next meeting. Gaylene asked if the board would like to see reports each week. Cheryl said yes, and other board members were also in agreement.

B). Board Reference Packet

Gaylene mentioned to the board that we would include links to the Board Packets from

both Dropbox and our Google shared drive in our meeting minutes.

The links are here below:

- **Drop Box Link:**
<https://www.dropbox.com/scl/fo/hjttxx24lh92miso4jsbf/h?rlkey=0iabhiugsedgomwuihmx7llc7&dl=0>
- **Google Drive Link:**
https://drive.google.com/drive/folders/1glCfyrYm_7iOeMjCWipwDQY8AIPU1IpS

C). Grant Review

Gaylene asked if we should send out Grant Review information for board members to review. Ron agreed that this would be a good idea. Paula to send out grant information to the board.

D). December meeting at Devil's Thumb Resort

Gaylene said that the Annual Christmas Party will be at Devil's Thumb Resort this year and that if anyone would like to stay the night, rooms would be available for \$100.00 a night. We need to get a list to Elizabeth on the names and number of people who would like lodging. Gaylene and Paula will send a reminder email to the board and an invitation for lodging to the chamber directors.

E). Working on the Annual Plan (Accomplishments done this year)

Gaylene & Paula will work on preparing an annual plan for the board to share what accomplishments were done for the prior year.

The board discussed the October 5 meeting and determined that it would be best to cancel the board meeting and combine the board meeting with the Annual Board Retreat on October 16, 2023.

Gaylene will update the meeting calendar and send it out to board members

OCTOBER 16, 2023 MEETING | BOARD RETREAT:

Location: Snow Mountain Ranch
Reunion Cabin

ADJOURN

Cheryl motioned to adjourn the meeting, Elizabeth second. The motion carried unanimously. The meeting adjourned at 4:49 pm.

MEETING MOVED INTO EXECUTIVE SESSION