



November 2, 2023
Kremmling Chamber
203 Park Ave, Kremmling, CO 80459
3:00-5:00 pm

Board Members Present: Ron Ellis, Dave Huber, Jennifer Brown, Kristen Spronz, Cheryl Spezia, Ken Fosha, Jace Wirth, Joanna Whitmarsh, Nancy DuLac, Elizabeth Brumm

Board Members Absent: Rebecca Bierden

Also PRESENT: Gaylene Ore, Paula Isakson, Carrie (Miles Media), Ted Kelly (Grand Lake Grooming Inc.), Sarah Wieck (Town of Fraser). DiAnn Butler (Grand County Economic Development), Meara McQuain & Maire Sullivan (Headwaters Trails Alliance)

CALL TO ORDER - RON ELLIS at 3 pm

Ron thanked the board members for attending the October retreat. He then asked the members if everyone received the survey from Dave Santucci (the group facilitator at the board meeting) that was sent to everyone by email. Ron asked that the board members remember to fill out the survey in order for the board to be able to finalize priorities for next year.

AUDIENCE PARTICIPATION

Maire & Meara Headwaters Trails Alliance

Meara (Executive Director) and Maire (Finance Development) from Headwaters Trails Alliance presented the board with updates on Stand Grand. Meara shared updates on the ambassador program and trail work. She said the Annual Report will be out next month and sent to Gaylene to share with the board.

This year HTA held USFS SRT training. HTA is working on ways to share the same messaging about Stand Grand (Leave No Trace principles) throughout the county and keeping

Maire said that currently Grand Places (Grand Places 2050, a collaboration of private, nonprofit, state and federal land managers working to plan for the future of recreation) is fine

housing Stand Grand and wondering if HTA is the best fit to house Stand Grand and would like to see the information on the GCCTB website to get more viewership and engagement.

Gaylene mentioned that there is a bit of confusion on Stand Grand and "Leave No Trace" wording. Maire said that Stand Grand is part of "Leave No Trace," but the name Stand Grand was chosen to fit in with Grand County.

Carrie mentioned there is a place for the board to put Stand Grand information on the website. Maire wanted to know if Gaylene could attend the quarterly communications meeting. Gaylene said she would be able to attend.

Elizabeth Brumm arrived at 3:34 p.m.

APPROVAL OF MINUTES - OCTOBER 2023

Nancy moved to approve the October 2023 minutes. Elizabeth seconded the motion. Motion carried unanimously.

APPROVAL OF INVOICES BY FINANCE COMMITTEE

Gaylene reported that the Finance Committee approved \$67,589.34 of expenditures for the month of October.

BOARD COMMITTEE REPORTS

-FINANCE COMMITTEE (RON ELLIS)

Ron reported that the board had not yet gotten any new significant revenue numbers yet, but we will get updates next month. He also reported that the County asked us about a law coming out from the STR. The bill will go to the state legislator in January and is supported by the governor of Colorado.

There was discussion on what we could do to oppose this bill.

Cheryl said that CO Ski Country - CHLA (Colorado Hotel and Lodging) and larger organizations are looking at trying to activate people on this bill.

-SUSTAINABILITY COMMITTEE (JACE WORTH)

No report

INTERIM EXECUTIVE DIRECTOR REPORT (GAYLENE ORE)

- Met with Datafy to get reporting quarterly to the county commissioners.'
- Met with Estes Park Director. She noted that Estes Park has an on-staff local photographer. One of the services that they provide for their business owners is to take inside and exterior photos of the business that they can use for marketing their business but to also use on the Estes Park website. This gesture generates goodwill between the organization and the business owners.
- Paula and Gaylene are in touch with local photographers.
- Letter support to Grand County Airport, Letter Short Term Rental Concerns & Thank You to Julie Watkins YMCA of the Rockies for hosting our board retreat.
- Applied for Grant Help HB117 CTO grant to get support on addressing the bill.
- Posted Social Media contact RFP.

PUBLIC RELATIONS (GAYLENE ORE)

Due to the busy meeting schedule, Gaylene proposed moving the PR report to next month. The board was OK with the change to the agenda.

MARKETING REPORT (MILES MEDIA TEAM)

- Carrie showed the board the new website.
- She will be working with Gaylene and Paula on website training and how to update the website with board information.
- Carrie will send the link to the website to Gaylene so that she can share it with the board.
- The board must review the website over the next seven days before it goes live and give feedback.

OLD BUSINESS

-GRANT REVIEWS

- Gaylene suggested that we reach out to the local chambers to get feedback from them on changes/updates for the Grant Application on the website.

-SUSTAINABILITY BUDGET

- Gaylene and Kristen will meet with HTA to discuss their needs and will bring results to the December meeting.

-NEW BUSINESS

- SOCIAL MEDIA RFQ.

- Gaylene said the Social Media RFP was posted on the Work in Grand website and Sky Hi News.

ADJOURN MEETING

Kristen motioned to adjourn the meeting, Dave second. The motion carried unanimously. The meeting adjourned at 4:57 pm.

Next Meeting:

Devil's Thumb Ranch

December 7, 2023

Chamber, PR, Marketing Update. Follow by holiday party