



October 16, 2023
Snow Mountain Ranch – Independence Retreat
Cabin #507 1101 Co Rd 53, Granby, CO 80446
2:45 p.m to 4:30 p.m.

BOARD MEMBERS PRESENT: Ron Ellis, Joanna Whitemarsh, Cheryl Spezia, Elizabeth Brumm, Dave Huber, Mike Ritter, Rebecca Bierden, Jennifer Brown, Nancy DuLac, Kristen Spronz

BOARD MEMBERS ABSENT: Jace Wirth, Ken Fosha

Also PRESENT: Gaylene Ore, Paula Isakson and Dave Santucci with Mission to Market

Ron Ellis - President, Called the meeting to order at 250 p.m.

PRESIDENT UPDATE – RON

Ron thanked Mike Ritter for his service on the board.

AUDIENCE PARTICIPATION - Not applicable as this was a retreat.

APPROVAL OF MINUTES - SEPTEMBER

Kristen moved to approve the September 2023 minutes with change, Kristen was present for the entire meeting and did not arrive at time stated in meeting notes. Jennifer seconded the motion. Motion carried unanimously.

2023 UPDATES - Not Applicable, not part of agenda.

APPROVAL OF INVOICES FINANCE COMMITTEE

Gaylene reported that the Finance Committee approved \$64,305.97 of expenditures for the month of August.

BOARD COMMITTEE REPORTS

-Finance Committee (Ron Ellis)

BOCC Meeting Update

Ron said meeting with BOCC was good. Ron and Gaylene discovered that total annual revenue was incorrect. The spreadsheet overstated cash on hand. Gaylene and Ron will be reviewing and updating the spreadsheet.

Ron reported that the funds will be almost the same as last year but not greater. We can expect to see the final numbers in December and at this time will have a better understanding of the totals for July through September. According to AIRDNA - July was up but August and September were down.

-Sustainability Committee (Gaylene Ore)

The CTO held a total of 20 workshops in Colorado which had been broken up in to 7 regions. Derek (in charge of the workshops) broke the state into 7 regions. The purpose of the workshops was to gain understanding on each region's feeling about destination stewardship. The meeting she attended with Ron, Dave and Paula was at Sun Outdoors.

-Interim Executive Director Report (Gaylene Ore)

Gaylene attended a quite a few meetings this past month, with Ron attending some with her:

Gaylene & Ron Attended Together:

1. Meeting with the Board of Commissioners
2. Meeting with the Grand Lake Town Board (the Grand Lake town board had had questions on funding with the 3 lakes district. Ron and Gaylene were able to show the board how funding was coming to each area. For example, Granby tax revenue more than double due to large businesses in town - i.e. City Market etc.

Gaylene and Ron suggested that we might consider meeting with each of the town boards in the county to show them how the GCCTB contributes to each town and the breakdown of grant monies due to tax dollars.

Gaylene Attended On Her Own:

3. Meeting BOCC to introduce the recommendation of Jennifer and Rebecca as board members
4. The Colorado Governor's Tourism Conference
5. The Colorado Scenic Byways. At this meeting, she noted that there are many marketing opportunities. Grand County needs to hold an annual meeting and will be holding one before end of year
6. CADMO's Annual Meeting

OLD BUSINESS

-CTO Governors Conference Recap

- Cheryl enjoyed learning about statistics in travel. She mentioned during one of the presentations on transportation that DIA is the 3rd busiest airport in the world. DIA had 78 million passengers last year - and will go to 125 million in the coming years.
- Kristen - US commented that she heard that infrastructure is behind in the United States. She enjoyed the social media session and saw that there is a need to step up our social media in the county. She is in favor of having a local person running the GCCTB social media.
- Nancy did not attend the conference but made a comment on what she learned at a real estate meeting she recently attended: Visibility trumps ability, as long as you are out (visible in social media) you will gain visibility and recognition. Social media has replaced cold calling. When you have a good social media presence, people will feel like they know you and will trust you.

PR RFP UPDATE

Gaylene announced that everyone that applied for the PR contract position were either not qualified or not from the Grand County Area. Kristen had seen RFP's and agreed with Gaylene.

Gaylene recommended that the board contract again with Ore Communications for the next two years. Also instead of doing the usual 3 year contract drop down to a two year contract. Gaylene will not do the majority of the work but rather Ore Communications will be the umbrella under which Paula and Katie will take on more responsibilities. Paula will help organize trips and host media. Katie will write the stories and do the pitching.

In the future, if/when a new agency is contracted, Paula could be a resource for this new agency (after the contract expires in 2 years) for local business information.

Ron wanted to know what the board thought. He mentioned that once the board approves moving forward with Ore Communications, then the BOCC would need to approve.

Dave wanted to make sure that Gaylene would not be overburdened. Gaylene remarked that she would not be, because she would be having Paula and Katie doing the work.

Kristen again commented on the pool of people that submitted proposals for the PR contract were people she would not trust to do the job well.

Dave moved to approve the RFP for the PR Role to Ore Communications. Kristen seconded the motion. Motion carried unanimously.??

NEW BUSINESS

-Sustainability budget (Ron)

Ron proposed we use the sustainability dollars we have in the budget for local chambers and organizations to promote the 'Leave No Trace' program. He feels that this step would show our desire to work with and give to the county/community. He reminded the board that we are now spending money on data and reporting, a new resource for our community.

Instead of just offering a grant, Kristen thought it might be a good idea to involve stakeholders and ask them what their needs are, is it a grant or something else? She wanted to know how we could get them to have some buy in instead of just giving them money.

Ron mentioned that HTA and Grand Places are doing projects but could use money. He also thought it would be good to involve the local chambers on the western part of the side of the county as well. Kristen asked if the western part of the county really does have a need or know about the opportunity for grants from the GCCTB?

Gaylene agreed that we need to get more involvement from the western part of the county and wanted to know how to reach these stakeholders to these other areas.

Joanna knows there is a need - but not sure how yet to communicate with the stakeholders in that area. She will think about it.

Ron says we can look at some examples from CTO. Local businesses do not know that this grant exists on western part of the county.

Kristen wants to make sure that the grants are of value to the community.

Gaylene is wondering if we can share what the GCCTB wants to do and then communicate with the county and let stakeholders know across the county that grants are available to them.

Ron said there is a consultant in this county that would be helpful and suggested that Julie Klein might be someone we would want to consider engaging to help get the message about the funding is available. She might be able to craft a program that the GCCTB can share with the county.

Gaylene said that Catherine with the Winter Park Chamber may be working with Julie Klein as well. Gaylene also said that Julie knows the community and might be a good start. Catherine had mentioned to Gaylene that perhaps the GCCTB might want to split the cost of hiring Julie Klein with the town of Winter Park. Gaylene will plan on meeting with Catherine and also Julie Klien and get a clear plan together with them.

Gaylene mentioned that the BOCC wanted to see what the GCCTB and Winter Park sustainability plans looked like. She mentioned that it might seem favorable if both of us were working together.

Ron mentioned at last year's Colorado Governor's Conference, the "Leave No Trace" programs seemed to be fairly quick and simple to do if we can do something in the short term. It might be a good start to work with Julie Klein.

Mike would like to get the word out to the county about the funds available for grants and Gaylene agreed. She asked how much money will be allocated to the program Ron is proposing. According to Ron in 2024 \$150,000. has been budgeted. We could use \$75K for 2024 Grants. The board also has money in this year's budget to hire someone. Dave recommended that we come up with a plan then figure out the money.

-Grant Program Update

Gaylene reviewed our current grant program. Said we need to relook at the grant program. Her first question was to ask if we need to get rid of reimbursable grant notation on the grant application? She also wondered if we should ask each of the grant applicants/recipients to have a page dedicated to GCCTB, and on this webpage, acknowledging/thanking the board for the funding? Gaylene recognized that we may need to table this topic until the next meeting.

Gaylene asked everyone to review the grant recommendations that were sent in the board packet. Mike said it would make sense to get rid of the reimbursable part of the grant application.

-2024 Contractor's budget (scope of work)

Gaylene asked what the board wanted to do with the marketing budget. She brought up things for the board to think about: hire local photographers, social media and a local designer.

Ron clarified that we do not budget for Miles Media but we budget for marketing which allows us to determine how we want to use our funds.

Nancy liked the idea of getting more local photographers, videographer etc. When Nancy was looking at the photos for the Kremmling, she did not see any good photos of the area and mentioned she would love someone that knows the area and the best spots to get photos. Regarding social media she commented that if you get a local person they can get the word out to their local reach and really help get the word out about our county and the GCCTB. Mike recommended that the board get someone in charge of the program. Some ideas he thought might work is to have social media could be managed by Miles with a local person taking the photos and posting. Or hire someone that is local that can not only take the photos and post but also manage the program.

Ron wondered why the current social media program was not working well? Mike thought that the board should move forward with the marketing committee requests to bring in local talent. Kristen and Nancy thought it would be more cost effective if we had a local person for social media.

Ron said we need to develop scope of work for marketing separate from social media then need to go out to bid for per county requirements. We are still in contact with Miles

Media through 2024. We can have Miles Media and other interested parties bid on the Social Media Contract.

Dave liked the idea of bringing in a local and getting an RFP together. He commented that by working with a local, the GCCTB would be a big account for a local person. Someone mentioned that "Local Social" is someone that does social media in Winter Park. Emily at the Grand Lake Chamber has a good contact. Gaylene will do some research on options.

Gaylene will ask for a budget for marketing. Ron said we need to develop an RFP for a local social media person, photographer etc. Kristen says it makes more sense to work locally and support locals in our community and economy. Ron asked us to separate the social media part of Miles Contract and put together an RFP and scope of work. Gaylene again said we need to know the budget for marketing.

Some suggestions for Miles Media around photography: Miles would need to find and work with local photographers, the board would hold them accountable. The requirement for use of local photographers would be for the GCCTB website, brochure etc.

Gaylene wants to know What is Miles Budget going to be? For social media the requirements should be that posts are done 3 to 4 times a week and of photos taken all around the county. Photos could also be supplemented with photos from the GCCTB photo gallery.

A question came up about brand guardrails. What are our brand guardrails? Get them from Miles Media?

Ron suggested getting a work plan from Miles and then determining what social media costs are and pulling them out of that plan. Mike suggested that Carrie (Miles Media) figure out her budget - less social media from this year 2023. Ron said that we would want to treat social media and marketing separately. The GCCTB would then have 2 contracts, one for marketing and one for social media. We would need to do a separate RFP for marketing and social media.

Gaylene requested to have board members be a part of a marketing committee to meet with Miles Media. Dave Huber, Elizabeth Brumm, Cheryl Spezia volunteered to work on the marketing committee. Gaylene mentioned that the meetings will be by Zoom on Thursdays at 10 am one time a month. Gaylene will have Carrie send out a meeting reminder. We need to make sure that zoom meetings are public meetings. Paula will take meeting minute notes and be present at the marketing meeting.

The marketing committee's responsibility will be to manage the marketing contract and scope of work. If there are any issues affecting marketing, these issues need to be brought back to the board.

Coming Up/Future Considerations:

Ron brought up the board presidency and how roles will change in the coming year. Ron stayed on one more year as president because the board was not ready for the change. As the board moves forward the President will be VP. The board now needs to

determine the next president. Ron will make himself available to make sure that there is continuity in the role of the President. The third district needs to get a secretary - treasurer candidate. The board also needs to also get someone in charge of the Executive/Finance Committee.

Role of the Board:

How involved does the board want to be?

The board should think about 'what' they want to be involved with and how much time they have or can dedicate. Should the board get more active in planning and strategy - then tweak and monitor the plan and let the contractors do the work? The board will still need to do work on finances and marketing. We just need to figure out what scope of work should be and have the committees support Gaylene. The marketing committee will also need to meet with Carrie (Miles Media) about how things have changed that Gaylene is now ED of the board.

How did everyone enjoy the retreat?

1. Everyone commented on how they enjoyed the retreat
2. Cheryl thought it was good so did Kristen (stayed on track)
1. Usually presentation by contractors

November 2, 2023 MEETING

Location: Kremmling Chamber of Commerce

ADJOURN

Mike motioned to adjourn the meeting, Rebecca second. The motion carried unanimously. The meeting adjourned at 4:10 p.m.

