



December 7, 2023
Devil's Thumb Resort
3:00-5:00 pm

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

Also PRESENT: Gaylene Ore, Paula Isakson, Carrie Tomlinson (Miles Media), Ryan Fosha, Catherine Ross (Winter Park Chamber), Sarah Cichon (Granby Chamber), Emily Hagen (Grand Lake Chamber), Lisa Bornfield (Hot Sulphur Springs Chamber), Brittany VanderLinden (Kremmling Chamber), DiAnn Butler (Grand County Economic Development) and Katie Hearsom (Town of Grand Lake).

CALL TO ORDER - RON ELLIS at 306 pm

Ron thanked everyone for attending the meeting today. He expressed his thanks for serving as president and mentioned that this will be his last full meeting to moderate. New officers will be elected at our next meeting in January. He expressed his appreciation for everyone's hard work. He also thanked Jace for his service and indicated that this would be Jace's last meeting to serve on the board.

AUDIENCE PARTICIPATION

CHAMBER UPDATES

Catherine Ross (Winter Park)

- She handed out the town of Winter Park November town, media and annual reports.
- Winter Park launched a new website in November and is now working on refining the website.
- Noted current visitation numbers down similar to other resort towns in Colorado.
- Sales and lodging tax are both up 10%
- Sees visitation trends back to pre-COVID numbers and on more of an average pace

- The Town of Winter Park is working on a sustainability plan. They are hiring a sustainability manager to work on environmental stewardship and with messaging to the community and visitors to Winter Park.
- Some sustainability plans include working on transit, parking, and trail systems.

Lisa Bornfield (Hot Sulphur)

- Hot Sulphur is following similar advertising strategy to improve online presence and website content.
- Over last year they saw an increase of 15% in web traffic. The biggest referral is visitgrandcounty.com, with Winter Park Chamber coming in second.
- Sales tax - saw an increase from last year of 85% as of November year over year.
- Lodging tax numbers are not in yet.
- Summer events went well, no winter events planned for winter, next big event is the Easter Egg Hunt.

Brittany (Kremmling Chamber of Commerce)

- Kremmling saw a sales tax increase of 4.3% as of September.
- Events were successful overall, with the most successful events being the Farmers Market and Kowtown this summer and the Ice Fishing event in the winter.
- Online presence has gotten stronger with an improvement in social media reach and impressions, along with increased website traffic.
- Chamber has a new videography and photography library and is doing some marketing work with Miles Media.

Nancy DuLac Arrived at 321 pm

Sarah Cichon (Granby)

- Sales tax up 4% from last year as of the end of September.
- Visitation was up in April and May by 22% but down in June and July by 12% - even though many people were in town July 4.
- Lodging - on par with last year.
- Website traffic is up, and both newsletters (one for business owners & one for visitors) have high open rates.
- Social media is also doing well, increasing interaction and engagement. The Chamber has two Facebook pages, one for visitors and one for locals.
- The previous Chamber Director started an independent marketing campaign and had hired an outside firm to run the campaign. This year, Sarah brought the campaign in-house, which highlights the community and events. In addition, the program helps local businesses that need more money to market their business. The program was successful last year and they will continue it this year.
- This year, the chamber office is fully staffed. The team is now collecting data, and information is being logged so they have records to track the success of marketing programs.
- Continuing to get visitors to stop and visit the town of Granby. Working on a photo library focusing on mountain scenery, outdoor adventure, and families.
- This year collaborated with Grand Lake, Granby and Kremmling to work with <https://boondocknation.com>.

- Downtown development projects this year include working on setting up an event billboard to showcase events going on in Granby.
- Summer events went really well, 'Music And Market' being a great success. The bands for next year are already booked. The Ice Fishing contest in January is coming up and Oktoberfest will be coming back along with a host of other fall events. Granby has two new lots that they will try to utilize to activate the downtown area.

Emily Hagan (Grand Lake)

- Good year, sitting at 1.2 million visitors - using 2019 as a benchmark - higher than 2019
- Website visitations were up this past year. Some of the website's highlights include publishing a monthly blog and having event pages with videos and slideshows. The top pages include lodging, fireworks, and shopping. Next, the chamber will be working on developing a new website. Social media increased over the last year between followers and reach.
- The chamber worked on building up their video catalog and redid some of its existing videos.
- The chamber also ran summer and fall campaigns and is currently running winter campaigns through HULU. They continue to look for a combination of print and digital options when advertising.
- This summer, the chamber brought in a micro-influencer who came in over Buffalo Days, which was successful. He will come back again in February.
- Rocky Mountain National Park has a new billboard for the town of Grand Lake.
- This year Grand Lake was represented at a Snowmobile Show and was able to get in front of potential visitors to town.
- Sales tax was down 1.3% through September and was down in lodging tax for the town of Grand Lake 4.8% (this does not include lodging in the Grand Lake area). January was up 71% and August down .62%
- The 2024 Pond Hockey (February 3, 2024) event sold out in 90 minutes and had a wait list of 15 teams. The chamber is hoping to expand the event to 60 teams.
- Boondock Nation will come to Grand Lake after the Pond Hockey Event. The chamber will make photos, B-roll and content available from visits available to the tourism board.

Ken Fosha:

- Said it was a good summer for the dude ranches in 2023 and is looking like it will be another good summer for 2024.

Ron:

- Thanked the chambers for their partnership and the work they do, appreciated hearing how the funding the tourism gives them helps them to successfully promote tourism.
- Wanted to know what they thought the tourism board could do better and would love feedback.
- Mentioned that the tourism board will run pretty much the same financially in 2024 as they have in the past but depending on what the county does with lodging tax in 2025 and HB117 that funding may change and wanted the chambers to be prepared.

Catherine:

The town of Winter Park increased lodging tax to help with childcare and housing - so marketing dollars will stay the same for Winter Park.

DiAnn Butler:

She and key stakeholders met with Anterro and chamber members to drill down the project and seeing good strategies coming out of meetings to help with communities.

APPROVAL OF MINUTES - November 2023

Ken moved to approve the November 2023 minutes. Cheryl seconded the motion. Motion carried unanimously.

APPROVAL OF INVOICES BY FINANCE COMMITTEE

Gaylene reported that the Finance Committee approved \$123,465.00 of expenditures for the month of October.

BOARD COMMITTEE REPORTS

-FINANCE COMMITTEE (RON ELLIS)

Still an error in monthly snapshot - fund balance 200K off - about 3.1 million in fund balance. Trying to identify error. Overall looking at slight decline in lodging tax year end. Well above 2019 levels.

MARKETING MEETING COMMITTEE (GAYLENE ORE)

- Carrie and the marketing committee met this past month.
- Marketing meetings are to occur on the 3rd Thursday of each month.
- The team went over plan and budget.
- The GGCTB new website is now live, and board members should let Carrie know if they see any updates that are needed.

INTERIM EXECUTIVE DIRECTOR REPORT (GAYLENE ORE)

- Participated in many meetings, from meeting with Grand Places, Mountain Parks Electric, and Fraser Housing Authority, and met with the new marketing director of Granby Ranch and Granby RR Museum. She mentioned that the Granby RR Museum would like to apply for additional funding to offer train rides.
- In addition, she attended an all-day meeting Anterro and she and Ron met with the county to go over contracts.
- Wrote letter of support Grand Lake Dark Sky mentorship program
- Applied grant mentorship from CTO to help with messaging and championing tourism for HB117. The contract awarded us 100 hours of mentorship and guidance. Our mentor will be Dave Santucci, the facilitator at our board meeting in October.

Ron:

- Our new contractor contracts need to go through the county. The GCCTB is now adapting to the county's contract process.
- Moving forward, the contracts must go through the same RFQ process and get signed by the BOCC. Moving in this direction puts us under the BOCC liability.
- Grant contracts will continue to stay under the GCCTB.

PUBLIC RELATIONS (GAYLENE ORE)

- PR objectives and results have been met.
- Hosted 12 media this year - stories to come out this year.
- Highlights in publications Boston Globe, Insider, Triple A, Fox News etc.
- Last year results were higher because the stories were in big publications, each year is different depending on which publication picks up the stories.
- The publicity we received from the PR would equal an ad buy of \$860K ad equivalency.

MARKETING REPORT (MILES MEDIA TEAM)

- Carrie reviewed the budget.
- Reviewed content - website, newsletters, social media, digital ads, SEO, SEM.
- Over 40 individuals from Miles Media have worked on contracts for GCCTB this year
- Presented scope details - focus on getting people to grand county, local messaging, and support (creative production), reporting.
- Went over deliverables.
- 82K Website sessions, 3.7 million social media impressions, 30K CTR website, new photos, new footage,

Nancy:

- Said she really appreciated the google workshop. Carrie encouraged the board and the chambers to let businesses know if they wanted assistance with their Google business listing.

OLD BUSINESS

-GRANT REVIEWS

- Gaylene mentioned that we are still working on the new process.

-SOCIAL MEDIA CONTRACT

- The marketing committee interviewed 2 people today and will determine moving forward.

-HTA & STAND FOR GRAND

- Kristen and Gaylene met with HTA to discuss marketing for Stand for Grand.
- Proposed that GCCTB would be the county's marketing arm rather than the program's operation.
- Next steps are to meet with Grand Places and share how GCCTB would like to move forward.

-NEW BUSINESS

Miles Media Contract

- Miles' contract ends in 2023. Need to extend contract for one more year due to multiple projects in work.

Approval of Miles Media Contract

- Ken motioned to extend the contract with Miles Media, Kristen second. The motion carried unanimously.

BOCC Meeting (12/12 at 1:00 p.m.) - Hot Sulphur Springs

- Lunch meeting with BOCC
- Gaylene invited board members to attend.

Miles Budget Approval

- Proposed Budget by Carrie: \$517,520.00

Approval of Miles Budget

- Ken motioned to approve the budget for Miles Meda, Cheryl second. The motion carried unanimously.

CTO Grant Mentorship Awarded

- Discussed prior.

2024-25 Strategies

- Gaylene proposed to present the 2024-2025 GCCTB strategies at next month's meeting.

Annual Report

- Gaylene mentioned that an annual report is being prepared for the board to talk about the successes that the GCCTB has done.

Event Poster Distribution/Benefits Offered To Business of Grand County

- Gaylene shared updates on the event poster. Paula created an event poster for the month of December that was distributed to businesses in Grand County.
- Poster with events to be created and distributed to businesses each month.
- Paula suggested adding benefits the GCCTB offers businesses on the tourism board website.

Rachel mentioned that Grand County will be coming up on the 150 years celebration - Gaylene will work with the Historical Society and help promote this milestone.

Executive Session (Social Media Contracts)

Cheryl motioned we go into Executive Session and Ken second. The motion carried unanimously.

The Executive Session started at 4:41 p.m.

The Executive Session ended at 4:56 p.m.

Approval of Social Media Contract

Joanna motioned to approve submitting the social media contract to the county for 24K and 2K insurance. Cheryl seconded the motion. The motion carried unanimously.

ADJOURN MEETING

Jace motioned to adjourn the meeting, Kristen second. The motion carried unanimously. The meeting adjourned at 4:58 pm.

Next Meeting:

January 4th

Granby Fire Station

60500 U.S. Highway 40 Granby Colorado