



February 1 2024  
Granby Library  
Granby Colorado

**Board Members Present:** Ron Ellis, Dave Huber, Jennifer Brown, Kristen Spronz, Cheryl Spezia, Joanna Whitmarsh, Elizabeth Brumm, Rebecca Bierden

**Board Members Attending Via Zoom:** Nancy DuLac

**Board Members Absent:** Ken Fosha

**Also Present (In Person):** Gaylene Ore, Paula Isakson, DiAnn Butler Economic Development Grand County, Megan Dryden Social Media Contractor, Katie Hearsom PR Contractor, Patrick Brower Enterprise Facilitator for the Grand Enterprise Initiative, Charles Stoyer and Craig Wilkerson Grand Lake Trail Inc., Jeremy Belnap C Lazy U Ranch

**Also Present Via Zoom:** Emily Hagen, Grand Lake Chamber Director, Sarah Chichon Destination Granby, Carrie Tomlinson Miles Media, Dave Santucci Mission 2 Market.

## **CALL TO ORDER**

Kristen called the meeting to order at 302 pm

## **AUDIENCE PARTICIPATION**

### **Ron Clemens (Fraser Valley Housing Partnership)**

Ron shared his work history and how he became interested in housing. He used to be the Finance Director for the town of Fraser and was recently appointed the Executive Director for the Fraser Valley Housing Partnership. Ron gave the board a summary of what projects the Fraser

Valley Partnership is doing and the impacts on the community in Grand County.

**DiAnn Butler** said she will have an update on Anterro next month

**Patrick Browner** mentioned activity on social media around the 20th Anniversary Bulldozer Rampage. Gaylene will meet with Patrick to discuss the Whistlin Diesel Buys THE Bulldozer, AKA The Kill Dozer.

**Gaylene submitted Jeremy Belnap**, General Manager of C Lazy U Ranch as a candidate for the Main Stem district's open board seat. He recently moved from Montana and is now the GM at C Lazy U Ranch.

#### **APPROVAL OF MINUTES - JANUARY 2024**

The Board approved the January minutes as distributed.

#### **APPROVAL OF FINANCES**

No financial update was given.

#### **BOARD COMMITTEE REPORTS**

Ron reviewed the budget with the board. In the revenue forecast, we are 26% overestimated in 2023 and 28% underestimated in 2022.

#### **INTERIM EXECUTIVE DIRECTOR REPORT**

Gaylene shared the 2023 annual plan with the board and presented a handout that included everything the tourism board had accomplished in 2023. She asked the board members to review the plan and let her know if they had any suggestions or comments.

Gaylene said that she met with all GCCTB contractors; this was the first meeting and she will continue to meet with them regularly.

Gaylene shared information about her meeting with Headwaters Trails Alliance (HTA) about Stand Grand. The GCCTB voted to take on the marketing efforts for this campaign in our January meeting.

The board discussed this partnership, and the opportunity to utilize funds earmarked for sustainability efforts to support these efforts.

Gaylene will send a questionnaire to the board members to gather their viewpoints and thoughts on marketing Stand Grand.

Dave motioned to approve up to \$25K to promote Stand for Grand from the sustainability budget, Elizabeth second. The motion carried unanimously.

Gaylene met with the Forest Service, and they are interested in partnering with the tourism board and putting posters in their kiosks to promote Stand Grand.

She then reviewed the 2024 Strategies handout in the board packet, which included the strategies the board devised at the October retreat.

Gaylene reviewed work done with community engagement. Paula created event posters for each month since December with event information for the towns in Grand County. These posters have been distributed throughout Grand County and have been well received. The team has met with over 100 businesses in the community with the poster distribution and is working on getting these businesses listed on the [visitgrandcounty.com](http://visitgrandcounty.com) website (tourism board website)

She briefly reviewed the grant updates and grant scorecard with the board.

Gaylene mentioned that the BOCC will meet on March 6 at 1 p.m. at the Hot Sulphur Springs Courthouse. She is working with Dave Santucci on the presentation they will give to the county commissioners.

## **PUBLIC RELATIONS**

Katie shared updates on the new newsletter (named the Community Connector) that the PR team will send out each month to the local community. The newsletter aims to educate the reader on the value of

tourism and share the impact of what the tourism board is doing for the community. The first newsletter will go out to 450 people. We are working with Miles to create a landing page on the [visitgrandcounty.com](https://www.visitgrandcounty.com) website where people can sign up to receive the newsletter.

Gaylene then reviewed the PR report and responsibilities of each contractor, along with the January PR efforts.

### **Social Media Update - Megan Dryden**

Megan shared the content themes for social media each week: winter adventure, scenic escapes, seasonal splendor, community stories, local delights and upcoming events. She enhanced all social media profiles. All social media has seen growth since the beginning of January.

Gaylene asked if the marketing committee would like to see a social media calendar. Everyone was interested. Megan will share so that we can add to the board packet each month.

## **OLD BUSINESS**

**2024 Strategies** - Reviewed during the ED report.

### **Short-term rentals update**

Cheryl and a group of local lodging properties met with State Representative Julie McCluskie and Senators Roberts and Hanson. Discussed new proposed bill that is proposing to tax short term rentals as commercial property. She shared discussion highlights and noted that Senator Hanson is for the bill, but Senator Roberts is not. Cheryl mentioned that there may be an opportunity for amendments to be made to the bill.

### **Fund Balance**

Ron shared updates on lodging tax, history and how the tourism board is funded. He also reviewed how the budget works and how we utilize funding (for example, the board manages cash flow, forecasting errors, funds for major expenses, emergency funding, and discretionary fund balance).

The board discussed the current budget, how we currently manage the funds, and how we might want to move forward as a board. Ron will provide a 12-month reserve amount for next month's meeting.

### **Social Media Expenses**

Gaylene asked the board if it would be ok for us to move Megan's expenses to fall under PR Expenses. They agreed.

### **HTA - Stand Grand - Discussed during the ED report Grants (including Chamber requirements)**

Nancy had requested that we ask the chambers to recognize the tourism board as a sponsor on their websites with a link to our website. In addition, the chambers also promote one another on their websites with links to one another's websites. The board agreed. Gaylene will contact the chambers to inform them of our new grant requirements. Moving forward, these grant requirements will be added to the grant contracts.

Gaylene then asked the board to review the grant checklist and get back to her with any updates.

## **NEW BUSINESS**

### **Marketing District update**

Gaylene and the marketing committee met with Dave Santucci, who reviewed the marketing district concept with the group. The marketing committee decided it was best to wait to proceed.

### **Updated Monthly Meeting Calendar**

Gaylene mentioned that the marketing meetings were now listed in the monthly meeting calendar and included in the board packet.

**BOCC Meeting 3/6/24** (tentatively set for 1:00 pm)

### **Kremmling Chamber grant request**

Gaylene reviewed the Kremmling grant request and the funds available for grants in 2023. The board discussed where we might find funding within the current budget.

Nancy motioned to move \$100,000.00 from the board contingency to Mainstem District, Dave second. The motion carried unanimously.

### **ADJOURN MEETING**

Elizabeth motioned to adjourn the meeting, Cheryl second. The motion carried unanimously. The meeting adjourned at 505 p.m.

Next Meeting: Chamber Updates

Location: Fraser Town Hall