



**March 7, 2024**  
**Fraser Town Hall**

**Board Members Present:** Kristen Spronz, Ron Ellis, Jennifer Brown, Joanna Whitemarsh, Elizabeth Brumm, Rebecca Bierden, Ken Fosha, Jeremy Belnap

**Board Members Attending Via Zoom:** Cheryl Spezia, Dave Huber

**Board Members Absent:** Nancy DuLac

**Also Present (In Person):** Gaylene Ore, Paula Isakson, DiAnn Butler Economic Development Grand County, Kari Hoffman (Datafy), Lisa Bornfield Hot Sulphur Springs Chamber and Maria Chavez Winter Park Chamber of Commerce

**Also Present Via Zoom:** Sarah Chichon Destination Granby

### **CALL TO ORDER**

Kristen called the meeting to order at 3:10 p.m.

### **AUDIENCE PARTICIPATION**

Kari Hoffman (Datafy):

1. Kari shared info on Datafy and data that the service offers.

2. Shared “who is coming to Grand County”.
3. Noted that during CoVid Grand County had more visitors than usual.
4. Currently trending down in visitation and going back to more normal visitors trends.

Rebecca Bierden arrived at 3:42 p.m.

5. Recommended that the board decide what they would like to learn so that Datafy can help the board determine what data can be utilized.

### **Chamber Updates (30 mins)**

#### **1. Lisa Bornfield | Hot Sulphur Springs Chamber:**

- Reviewed upcoming events: Easter Egg Hunt, Town Clean Up Day, Hot Sulphur Days etc.
- Noted that they are expanding from traditional advertising to online advertising.

#### **2. Maria Chavez | Winter Park Chamber:**

- Reviewed upcoming winter events with a special recognition for Alpenglow Bounce, a new event that they are doing with KFFR Radio.
- Working on summer events with their summer concert talent already booked
- Created a map of businesses in the towns of Fraser and Winter Park that will be distributed on the bus lines.
- Businesses are up 5%.

#### **3. Sarah Chichon | Destination Granby**

- Working on digital advertising due to increased online traffic
- Working on summer advertising and events.
- Targeting out-of-state visitors to promote overnight stays.
- Independent Marketing Campaign has been and continues to be a success (which helps promote local businesses).

### **APPROVAL OF MINUTES - February 2024**

The Board approved the February minutes as distributed.

### **Approval of Invoices by Finance Committee (2 mins)**

Gaylene reported that the Finance Committee approved \$436,934.00 of expenditures for the month of January and approved \$56,566.00 of expenditures for the month of February.

### **Board Committee Reports (10 mins)**

Finance Committee (5 mins) - Ron reported that the finance committee met to review the budget.

### **Interim Executive Director Report (10 mins)**

Gaylene reported meeting with board members, including Paula, Kristen, Rebecca, and Ron. She attended the following county meetings: BOCC, Curtis Lange, Forest Service District Ranger, Katy Hale with Grand Beginnings, Grand Places met with Julie Klein regarding Destination Stewardship, DiAnn Butler/Derrick from CTO, Anterro, Datafy, AirDNA, and Miles Media.

### **PR Report**

Gaylene mentioned that the new county-wide newsletter Katie has been sending out has a 31% open rate for March.

### **OLD BUSINESS**

#### BOCC Meeting Update

-Kristen and Gaylene met with each of the commissioners one-on-one. The next BOCC agenda meeting is set for June 26 to work on ballot language.

-Kristen would like to see all board members and chambers attend this meeting

#### Fund Balance

Ron reviewed the fund budget. The financial report is delayed. He suggested that the board consider a 12-month reserve per industry standard for the budget and recommended we decide on the budget policy. He then reviewed potential scenarios on allocating funds from the fund budget.

Gaylene said that she asked Miles Media and Megan Dryden to prepare a tier budget approach to increase length of stay and increase lodging revenue. The marketing committee will review at Thursday's meeting.

Jennifer asked if Miles Media could provide side by side recommendations before the next marketing meeting.

Joanna motioned to revise the budget, Jeremy second. The motion carried unanimously.

### Chamber Grant Request

Gaylene connected with Chamber directors requesting that the GCCTB logo be added to the Chamber websites as part of their block grants. All Chamber directors agreed.

### Grant Process

Gaylene would like to meet with a representative from each of the district to finalize an updated grant process. The committee consists of Rebecca, Ken and Jennifer.

## **New Business**

### Executive Director RFP

Kristen presented the RFP for the Executive Director contract. She will run the RFP process and asked that the board members review the RFP in the board packet and get back to her if there are any questions or changes.

### Economic Development Board (DiAnn Butler)

DiAnn asked the board if they would be willing to be a part of her advisory board for a short term. The board members agreed that they were willing to assist.

Jennifer motioned to form an advisory committee with Grand County Economic Development Office. Ron second. The motion carried unanimously.

DiAnn mentioned that she would like to share updates on the EDA grant with the new board members. She will present at the June meeting.

Gaylene mentioned that the GCCTB will partner with DiAnn on Grand County Economic and Tourism Summit June 5.

### Board Retreat

Kristen proposed we move the annual board retreat to July due to how the budget falls. Cheryl agreed to host the retreat.

Ron brought up that he thought it would be important for the board to make a decision on keeping a 12 month reserve.

Ron motioned that we keep a 12 month reserve in our budget, Ken second. The motion carried unanimously.

### **Adjourn**

Jennifer motioned to adjourn the meeting, Rebecca second. The motion carried unanimously. The meeting adjourned at 4:54 p.m.

### **Next Meeting**

**Date: April 4, 2024**

**Location: Snow Mountain Ranch**