



April 4, 2024
Snow Mountain Ranch
1101 Co Rd 53, Granby, CO 80446
Acord Meeting Room – Administration Building

Board Members Present: Kristen Spronz, Ron Ellis, Jennifer Brown, Cheryl Spezia, Jeremy Belnap, Dave Huber

Board Members Attending Via Zoom/Phone: Nancy DuLac, Rebecca Bierden, Joanna Whitemarsh

Board Members Absent: Elizabeth Brumm-

Also Present (In Person): Gaylene Ore, Paula Isakson , Ryan Wilson KFFR, Julie Klein Confluence Sustainability, Carrie Tomlinson Miles Media, Nancy Wiles Miles Media

Also Present Via Zoom: Dave Santucci, Sarah Cichon Granby Chamber

CALL TO ORDER

Kristen Spronz called the meeting to order at 302 pm

AUDIENCE PARTICIPATION

Dave Santucci_

- Discussed the idea of working with a market research organization that can run an audit to determine the impact of tourism on Grand County Colorado.
- The audit would show the impacts of voter approved legislation on tourism and the economy if there is a decrease in tourism funding.

- The study will show the effectiveness of the Grand County Colorado Tourism Board and how it impacts tourism in Grand County.

Ryan Wilson – KFFR

- Ryan shared how GCCTB helped market the Sound of Grand County. There were a total of 3 events, and the program was successful.
- If GCCTB would like to share event information, we should email Steve steve@kffr.org or Ryan ryan@kffr.org.

Julie Klein – Confluence Sustainability

- Julie shared information on the work she does through Confluence Sustainability.

APPROVAL OF MINUTES - March 2024

The Board approved the March minutes as distributed.

APPROVAL OF INVOICES BY FINANCE COMMITTEE

Not available

BOARD COMMITTEE REPORTS

Finance Committee - no new updates at this time

Marketing Committee

- Discussed proposed budget increase and outcomes
- Carrie reviewed her report with statistical updates
- The committee thought the April photo shoot should be moved to the summer

INTERIM EXECUTIVE DIRECTOR REPORT

- The community appreciates the event posters
- Getting traction with our monthly community newsletter
- She and Kristen met BOCC and requested a community meeting on June 18. Gaylene is asking all board members to attend and inviting other tourism entities (chambers, businesses) to join. In addition, we are looking for letters of support
- Had monthly marketing meetings with contractors and the marketing committee
- Worked on marketing agency RFP

- Met with representatives from HTA, BLM and Miles Partnership regarding website updates.

MILES MEDIA REPORT

Carrie introduced Nancy Wiles.

She then shared travel trends and goals of board:

- Noted that price has become an issue impeding travel yet there is still a desire to travel
- Travel stats for the state of Colorado showed a decrease in travel in Jan 2024

Nancy discussed the current Marketing and Paid Strategies that are in place:

- Paid Media Campaign Focuses: General Visitation, Responsible/ Sustainable Travel: Local Campaigns
- Increase length of stay: Discussed the length of trip planning, which is now two months out (for long-range travelers), and in-state travel, which is the shorter time frame.
- Reviewed current audience that we are marketing to (drive market and in-state)

Nancy asked the group how they would rank the three goals: The group stated general visitation (increased length of stay) would be first, then sustainable travel and local.

OLD BUSINESS

New Grant Process

- One form for marketing and special events
- No character limit on the grant application
- Made grant process match strategies and goals
- Include scorecard

Fund Balance Request

- The marketing committee was asked to respond to the fund balance request and wanted to know if Miles would increase their budget.
- Jennifer and Dave thought it best to stay with the current marketing budget. Cheryl agreed to stay with the current plan and not increase the marketing budget.

- A decision was made to table this conversation to June

Executive Director RFP

- RFP is posted in Sky Hi News and online and on visitgrandcounty.com

Mainstem – Budget Request

- Joanna shared that the Mainstem District would like to keep the 33% of their funds currently being returned to the Board. This will go into effect in 2025 with our new budget. Nancy and Jeremy agreed.

Board Retreat – July 25, Winter Park Resort

- The meeting to take place at the Vintage Hotel

Update STR HB 33

The bill came with an amendment with days and the number of homes owned (2nd, 3rd house, etc.). The bill was canceled in February and March.

NEW BUSINESS

Tourism Economics and RRC Reports

- The board decided to pursue an audit on how tourism impacts Grand County and liked the idea of working with the Colorado-based company RRC.
- The board would like an in person presentation from RRC at the June board meeting, and then potentially have Dave Santucci and the research company present to the BOCC.
- The board approved \$21,000 from the sustainability budget to cover the cost.

Cheryl motioned to work with RCC and budget \$21,000.00 Ron second. The motion carried unanimously.

Meeting Packets

- Paula will create a hidden page on the website with a password for board members to access the page with current board packet information and historical board packet information.

Ken Fosha

- Remembering Ken. Had been on board for 31 years and passed away in March 2024. Board members made suggestions on ways to honor him for his service and shared their deep appreciation for his knowledge, kindness and service.

BOCC Meeting June 18 at 11:00 am

- Gaylene and Paula will send emails encouraging board members and interested businesses to remind them to attend.

County Wide Grant (Middle Park Fair & Rodeo)

- Janet shared updates on the Middle Park Fair & Rodeo and plans for the use of marketing dollars with the board members.

Jennifer motioned to approve \$5800 for Middle Park Fair &. Rodeo, Nancy second. The motion carried unanimously.

Adjourn

Nancy motioned to adjourn the meeting, Cheryl second. The motion carried unanimously. The meeting adjourned at 524 p.m.

Next Meeting: May 2, 2024

Location: Grand Lake Town Hall