



**May 2, 2024**  
**Grand Lake Town Hall**

**Board Members Present:** Kristen Spronz, Ron Ellis, Jennifer Brown, Joanna Whitmarsh, Elizabeth Brumm

**Board Members Attending Via Zoom:** Nancy DuLac, Cheryl Spezia, Jeremy Belnap, Rebecca Bierden

**Present (In Person):** Gaylene Ore, Paula Isakson, Katie Hearsom, Megan Dryden, Commissioner George, Alayna Carrell

**Present Via Zoom:** Sarah Cichon Granby Chamber, Jeremy Belnap, Dave Huber, Kimberly Ramsawak (Miles Media), Nancy DuLac

### **CALL TO ORDER**

Kristen Spronz called the meeting to order at 3:02 p.m.

### **AUDIENCE PARTICIPATION**

#### **County Commissioner Randy George on the Mountain Passenger Rail Initiative**

- Shared information on the Mountain Passenger Rail Initiative, a proposed rail service from Denver to Craig, Colorado.

#### **Comments Commissioner Randy George on the Proposed Ballot Measure Tourism Tax**

- Commissioner George stated that the commissioners intend to move forward, they would like to increase the tax rate from 1.8% to 2%.
- All of the commissioners agree that supporting promotion efforts is crucial. There is a minimum amount that must be allocated to

marketing efforts, but there needs to be flexibility. There is recognition that 70% of the Grand County economy is from tourism, and that we cannot cut off funding totally.

### **APPROVAL OF MINUTES - April 2024**

The Board approved the April minutes as distributed.

### **APPROVAL OF INVOICES BY FINANCE COMMITTEE**

No invoices to report.

### **BOARD COMMITTEE REPORTS**

**Finance Committee** - No new updates at this time.

#### **Marketing Committee (Gaylene)**

- Miles provided the committee with a proposed summer budget and highlights. Miles is adding Wyoming and Utah to our target markets and will begin to focus on the shoulder seasons.
- Purchase additional advertising on [colorado.com](https://colorado.com) and add out-of-state emails to their email campaign.
- Miles sent the committee a revised budget to review.

#### **INTERIM EXECUTIVE DIRECTOR REPORT (Gaylene)**

- Met with the Mainstem board members and reviewed the Mainstem budget with them.
- Worked to gather information for RRC for the Impact Study Report.
- Attended the Destination Granby Appreciation Party.
- Had a meeting with the Grand County Land managers with BLM, HTA and Forest Service.
- Attended Destination Stewardship meeting with CTO.

#### **PUBLIC RELATIONS REPORT | Katie Hearsom**

- Katie reviewed the Community Connector Newsletter's goal of educating the locals on the importance of tourism and introducing them to the tourism board.
- The newsletter includes sections on Opportunities for businesses to promote their businesses, how to sign up for the newsletter, grant

recipients, grant deadlines, media placement, partner opportunities, and resources.

- Email has had an average open rate of 30%,
- Katie then reviewed the press release topics for February, March and April that focused on promoting events and activities in the county other than skiing.
- Gaylene reviewed all the hosted media we had from January through March and the meetings we will be attending this coming spring/summer. She shared the publications where we had press releases: Travel & Leisure, Game & Fish, World Atlas, AFAR, and Extended Weekend Getaways.

### **SOCIAL MEDIA UPDATES | Megan Dryden**

- Megan worked with a semi-local drone photographer to capture landscape shots in Hot Sulphur, Kremmling, the Moffat Tunnel, Colorado River shots, and spring content.
- Social media followers on Instagram are now close to 5,000.

### **OLD BUSINESS**

#### **Grant Process**

- Catherine Ross with the Winter Park Chamber of Commerce and Emily Hagen with the Grand Lake Chamber of Commerce reviewed the grant process.
- Emily recommended that the board have two separate grant applications, one for chamber block grants and the other for regular grants. She also thought it would be helpful to have a sample grant for applicants to review.

#### **Board Retreat (July 25 Winter Park Resort)**

Cheryl Spezia from Winter Park Resort has offered to host the board retreat at the Vintage Hotel in Winter Park, Colorado.

#### **Updates on Impact Study**

- Kristen proposed that we invite the Grand County Board of Commissioners to our June board meeting.

**Ken Fosha's memorial this Saturday at 11:00 am the Church of the Eternal Hills**

## **BOCC meeting (June 18 at 11:00 a.m.)**

Gaylene is working on a letter to invite people who have received grants from the tourism board to attend the June 18 meeting.

## **NEW BUSINESS**

Executive Director RFPs

### **Executive Session**

Joanna motioned to move into Executive Session, and Jennifer second to discuss the executive director proposals. The motion carried unanimously.

Kristen ended the executive session at 4:08 p.m. Ron moved to accept Ore Communications Inc. Executive Director contract proposal for \$15,000 per month and expenses not to exceed \$30,00 per year. Nancy second. Approved unanimously.

## **Adjourn**

Elizabeth moved to adjourn the meeting, and Joanna seconded it. The motion carried unanimously, and the meeting was adjourned at 4:10 p.m.

**Next Meeting:** June 6, 2024

**Location:** Hot Sulphur Springs Courthouse

**Presentations:** Diane Butler (EDA Grant), Miles Partnership and Chamber Updates