GUNNISON SUSTAINABLE TOURISM AND OUTDOOR TOURISM COMMITTEE
REGULAR MEETING MINUTES
January 11, 2018

The January 11, 2018 Gunnison Sustainable Tourism and Outdoor Tourism Committee (STORC) meeting was conducted in the Gunnison County Blackstock Government Center, 2nd floor meeting room, located at 221 N. Wisconsin #D, Gunnison, CO 81230.

Committee Members Present:
Voting Members:
John Messner, Chair, Gunnison County Commissioner
Kevin Alexander, Vice Chair. Professor of Biology WSCU
Jonathan Houck, Gunnison County Commissioner
Erica Mueller, Crested Butte Mountain Resort
Christi Hicks, Crested Butte Nordic
Chris Parameter, CPW
Ben Breslauer, GOATS
Bruce Allen, Gunnison Stockgrowers Association
Elijah Waters, BLM Field Manager
Frank Kugel, Upper Gunnison River Water Conservancy District
Joellen Fonken, Gunnison Nordic
Matthew McCombs, USFS District Ranger
Dave Ochs, Crested Butte Mountain Bike Association (CBMBA)
Tom Verry, Gunnison Trails
Kristi Murphy, Bureau of Land Management
Noel Durant, Crested Butte Land Trust
Paul Merck, Crested Butte Town Council
Navid Navidi, Gunnison community member and business owner
Scott Borden, Graduate Faculty at WSCU
Natalie Logan, City of Gunnison
John Norton, Crested Butte Tourism Association
Bruce Noble, National Park Service

Others in Audience:
Marlene Crosby
Jay Witticker
Chris Haaver
Russ Forrest, City of Gunnison
Gary Pierson, WSCU

Staff Members Present:
Cathie Pagano, Director of Community and Economic Development

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Rachel Sabbato, Planner II

CALL TO ORDER:
Messner called the January 11, 2018 meeting of the Gunnison Sustainable Tourism and Outdoor Tourism Committee to order at 2:00 P.M.

OVPP REVIEW AND CONTEXT SETTING
Pagano explained that the goal today is to review the OVPP goals and see how they align with the priorities of the STOR Committee. During OVPP they heard from the community about their values. The STOR committee is trying to maintain and enhance those values. Do the goals of the OVPP still stand today?

Fonken stated that they have to sustain as much as they can, but there is also the economic side of it, where they have to make sure they can deliver on that product. How can they make up for the product if they can't deliver on their specific product, i.e. the ice season if the ski season isn't as great? Messner suggested there be a strategy if they are unable to offer the product. Hicks stated that maybe that is resiliency over sustainability. Houck stated that they want to manage the opportunities so that people are coming here at the right time when the opportunities are there.

Pagano explained that the goals will probably stay the same but the strategies may change. Noble wanted clarification on how they will be proactive in management of private and public natural and recreation assets to minimize resource degradation and enhance quality. Pagano had everyone look at the strategies that were put together under OVPP in 2016. Pagano explained that the strategies of STOR don't have to line up exactly with OVPP but that the goal is to prioritize their goals. Houck stated that off seasons are off seasons and you do not want to over promote. The community needs to be able to breath. There are areas that are grey and the community wants a buffer. Norton stated that there is a time of year that people don't take vacation and there are times people won't want to be here. Messner stated that he thinks it's more about what is happening when tourists are here, not really how to get them here.

Pagano explained that there are the goals but that they should also go over the strategies to achieve those goals. Are these the same strategies that this board wants to work on and if not what would they like to work on? Discussion followed on the strategies for each goal.

Goal One: Ensure the Valley's tourism sector is year round, vibrant, and supports our community's values
Evaluate the impacts to the environment and resources with visitors here at different times of the year.
Look at the social fabric
Support the businesses up and down Main Street and look at the economic side, so that they are getting paid year round
Find inside opportunities so that they can have year round opportunities
Look at other communities that have done the same things and identify the deficiencies

Start over and figure out exactly what the new strategies should be
Put parameters on where and when they want to see the goals met and add resiliency to the strategies and then redo the strategies
Create engineered year round trails
Look at natural problems effecting tourism
Continue to focus on growing winter tourism
Focus more on a diverse product rather than a specific one
Different things that visitors can be doing, other than just skiing
Not as many vehicles on the trails
Look at the big picture and see if the ideas will actually work
Align all of their objects and plans with everyone else and provide connectivity
Data collection to make decisions, figure out a way to obtain adequate information from visitors

Goal two: Foster a resident and visitor culture that demonstrates respect of our community, culture, and environment
Provide a way to scale up to people traveling from different distances
Understanding what the efforts are of different groups and coming up with a strategy that includes all of the efforts and provide a consistent message and product
Start a Community calendar where everyone can put their events and not overlap so much
Get together with the outdoor education groups; RBML, Cold Harbor, etc.; and look at the work they are doing

Goal Three: Support collaboration between federal land agencies, local government, nonprofit and user groups to improve management of recreation and natural resources
Periodic meetings between the groups to talk about what is about to happen, how the agencies can collaborate to coordinate
Transparency, talk to one another so that each of the groups are comfortable with what they want to do
A place where everyone can go to get the information they need, a resource the public can use

Goal Four: be proactive in management of private and public natural and recreation assets to minimize resource degradation and enhance quality
Mitigate negative conditions resulting from recreation
Assess the natural environment In relation to recreation
Pushing for too much recreation could damage our most precious resources
It's a design issue, inclusive of the natural environment
How do we handle different snow years etc.
What are the capacity numbers- how do we not have to go that far, before we save what's the max number of people. What are the tools to deal with some of the numbers?
Capacity is a relative question
Capacity issue between infrastructure and the experience
Capacity is directly tied into the community's values
The new normal has to be worked towards. The game of sustainability is the game of tradeoffs.

Status quo may require changes. The population increases will cause change.
Prioritize Planning grants*
Enforcement Fees*
Maintenance Fees*
Presence of enforcement officers*

OPPORTUNITIES, COLORADO OUTDOOR STEWARDSHIP COALITION
Pagano explained that there is an opportunity with the Colorado Outdoor Stewardship Initiative who have goals increasing stewardship practices and standards. They would help local government with how to get volunteers, train them and keep them. They are looking for two to three demonstration projects in March that are large scale landscape projects that utilize a lot of volunteers. Pagano would like the Committee to decide if they would like to pursue something like this or is it too soon? What projects would fit that mold? Developing funding sources is important. Discussion followed on different projects that may work and whether it would be a distraction or beneficial. The committee agrees that they would be interested in pursuing the grant. Pagano will do the work to see what they can get together to have reviewed by the group and then work on requesting the grant.

Pagano will put everything together from today and send it out to everyone to review. She will also ask that everyone put together their priorities and so that she can send them out to everyone before the next meeting. Pagano also asked that everyone put together reports before the next meeting and send them to her so she can get them out to the group before the next meeting.

FUTURE MEETINGS: Future meetings will occur on the second Thursday of each month from 2:00 pm – 4:00 pm in the Gunnison County Blackstock Government Center, 2nd floor meeting room, located at 221 N. Wisconsin #D.

Date	Time	Notes	Building and location
02-08-18	2-4	Regular Meeting	Blackstock; 221 N. Wisconsin 2nd floor meeting room
03-08-18	2-4	Regular Meeting	Blackstock; 221 N. Wisconsin 2nd floor meeting room
04-12-18	2-4	Regular Meeting	Blackstock; 221 N. Wisconsin 2nd floor meeting room
05-10-18	2-4	Regular Meeting	Blackstock; 221 N. Wisconsin 2nd floor meeting room

ADJOURN: The January 11, 2018 meeting of the Sustainable Tourism and Outdoor Recreation Committee adjourned at 4:____ pm.

Minutes Prepared by: Rebecca Ricord, Community Development Administrative Assistant

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