

GUNNISON SUSTAINABLE TOURISM AND OUTDOOR TOURISM COMMITTEE
REGULAR MEETING MINUTES
April 12th, 2018

The April 12, 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:

Erica Mueller, Crested Butte Mountain Resort
Christi Hicks, Crested Butte Nordic
Bruce Noble, National Park Service
Ben Breslauer, GOATS
Bruce Allen, Gunnison Stockgrowers Association
Elijah Waters, BLM Field Manager
Kevin Alexander, Professor of Biology WSCU
Frank Kugel, Upper Gunnison River Water Conservancy District
Joellen Fonken, Gunnison Nordic
Aaron Drendel, USFS District Ranger
Tim Kugler, Gunnison Trails
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
John Norton, Gunnison Crested Butte Tourism Association
Chris Parmeter, Colorado Parks and Wildlife

Others in Audience:

Marlene Crosby,
John Cattles
Chris Haaver
Ashley Hom

Staff Members Present:

Cathie Pagano, Director of Community and Economic Development
Rachel Sabbato, Planner II

CALL TO ORDER:

Pagano called the April 12, 2018 meeting of the Gunnison Sustainable Tourism and Outdoor Tourism Committee to order at 2:00 P.M.

DETERMINATION OF QUORUM:

APPROVAL OF MARCH MINUTES:

Upon Motion made by Joellen Fonken and seconded by Paul Merck, the Committee voted all in favor to approve the following;

Voted:

The STOR Committee hereby approves the Minutes of the meetings of the STOR Committee held on March 8, 2018.

Meeting Minutes

Pagano began by explaining that the committee would continue their dive into group discussions around strategic goals. She also noted that some material was added to Goal #3, on page 4 of the Strategic Plan. Pagano also explained that an item was removed; the strategic result focused on engaging Western. Pagano explained that after reaching out to Russ Forest, the City Planner, it became evident that the goal was duplicative to the work of the Gunnison Vibrancy Initiative. Pagano asked the committee if they were okay with this edit, or if they preferred to keep it and compliment the effort of the Gunnison Vibrancy Initiative.

Fonken noted that the Ohio Avenue plans have already started and that keeping the goal would likely be redundant. Pagano noted that Western is also addressing a similar goal as part of its strategic plan. Mueller noted that STOR's focus is on outdoor recreation and not downtown revenue, and therefore asked if that makes a difference.

Borden noted that if STOR is looking for easy wins, the committee could include numbers of students reached through enrollment. The committee briefly discussed how STOR's work would be "reaching" the students.

Durant suggested including the number of Western students reached as a success measure under Goal #2. Pagano agreed and suggested coupling it with specific tasks that outline how the Western students would be targeted and how the number of students reached would be measured.

Pagano explained to the committee that the overall plan has gotten smaller, but that what remains still requires a substantial amount of work. Pagano explained that for the remainder of the meeting, the committee would split into small groups to continue discussing strategies. She suggested assigning a lead person to each task.

Pagano concluded by explaining that Ian Billick, with Rocky Mountain Biological Laboratory (RMBL) will be presenting at the next STOR meeting to discuss their development plans for the Snodgrass trailhead area. The project is in partnership with CBMR and Ian would like to discuss the plans in detail with the group as well as the potential for collaborative funding/grant opportunities. Pagano added that the potential for STOR to help prioritize said opportunities would be the focus of the next meeting.