

**GUNNISON SUSTAINABLE TOURISM AND OUTDOOR TOURISM COMMITTEE
REGULAR MEETING MINUTES
May 27, 2021**

The May 27, 2021 Gunnison Sustainable Tourism and Outdoor Tourism Committee (STORC) meeting was conducted by Zoom virtual online meeting.

Committee Members Present:

Christie Hicks, Vice-Chair, Crested Butte Nordic
Brandon Diamond, CPW
Matt Reed, High Country Conservation
Advocates
Hedda Peterson, MetRec
Kimberly Schappert, At-Large Community
Member
Mallory Logan, City of Gunnison
Steven Guerrieri, Stockgrowers' Association
Hannah Cranor, Stockgrowers' Association
John Norton, Gunnison Crested Butte Tourism
Association
Jonathan Houck, Gunnison County
Commissioner

Mallory Logan, City of Gunnison
Matt McCombs, U.S. Forest Service
Dave Ochs, Crested Butte Mountain Bike
Association
Jake Jones, Crested Butte Land Trust
Roman Kolodziej, Mt. Crested Butte Town
Council
Scott Borden, WCU
Mona Merrill, Crested Butte
Mark Voegeli, CBMR
James Lovelace, BLM

Others in Audience:

Lizzy Bauer, WCU
Jennifer Sublett, Gunnison Ranger District, USFS
Nick Catmur
Ashley Hom, USFS
Chris Parmeter, CPW
Joey Carpenter, Town of Crested Butte
Janna Hansen, Town of Crested Butte
Jack Morgan, STOR Corps Crew Leader
Dylan Wood, STOR Corps
Jared Smerdell, STOR Corps
Matthew Merritt, STOR Corps

Staff:

Cathie Pagano, Community Development Director
Joe Lavorini, Gunnison County Stewardship Coordinator-National Forest Foundation

CALL TO ORDER: Hicks called the May 27, 2021 meeting to order at 2:03 P.M.

AGENDA APPROVAL: Agenda approved as presented.

APPROVAL OF April 22, 2021 MEETING MINUTES: Moved: by Houck and seconded by Peterson to approve the April 22, 2021 meeting minutes as presented. Motion passed unanimously.

Lavorini introduced the 2021 STOR Corps crew.

TAPP SUMMER MARKETING UPDATE

Norton gave the update. He stated that they have a grant program for not-for-profit and for-profit programs. They don't do them in July or August but occasionally get a request but they simply don't do them during those time. Mountain biking has continued to climb over the years and road biking has declined. They asked themselves if the mountain bike market was big enough and the answer was yes, since then it has only gotten bigger. Second question was whether they can compete in the market, and the answer was yes because the trails product was so good then and it has only gotten better. They have looked the arts sector but they decided they can't compete in that market.

They are using 25-30 percent of their program to Houston for flights, 20 percent of their funding is going to the front range and 60-65 percent is going to mountain bikers and trail users, wherever they might be from. They are spreading that money around and are using their social media to get information out to visitors. They will have a billboard, it worked really well last year, on the intersection between 70 and 470. They are also going to use Outside Magazine digitally. They just kicked off the season with carbon credit. They have gotten a lot of coverage on the designated camping this year. There will be some fishing writers coming to town for a press trip for fly fishing in the area. There will be a film crew coming in to do a mountain biking video that will mostly include Gunnison Valley.

They are doing a ground grinding event in September and it will be the biggest even in the valley in its first year. There will be around 600-800 people in its first year and possibly over 1,000 next year. They have grown the amount of people to the Valley and have seen an increase in the rates that hotel properties are allowed to charge, allowing for more revenue at the end of the year, which hasn't happened in the last 10 to 15 years. Not sure what the summer will look like. They had a strong winter. Curious to see what will happen to sales tax with the designated camping this year.

Discussion followed on the update.

WASTE MANAGEMENT COMMITTEE UPDATE

Carpenter reported that the Town Council decided to reopen the dump station for this summer and next summer. They are looking forward to participating with all of the regional partners to figure out an alternative. Thanked everyone who showed up and participated. He will work with Lavorini to set up subcommittee meetings.

Merrill stated that the council has made the issue a priority. She has had a few requests from community members that live in the neighborhood about joining the subcommittee. Lavorini stated that the subcommittees are not restricted to only STOR Committee members.

Logan stated that they are trying to keep the dump station open this fall in the City of Gunnison. Houck stated that Matt McCombs told him that the Forest Service will be a strong partner in this.

DESIGNATED CAMPING UPDATE

Logan went over the camping flyer and map proofs that she sent out. They would be given to crew members to hand out and at the visitor center. They would also put them near restrooms. She wanted to know what the committee thought and what changes she should make. Discussion followed with the groups' comments.

CPW RPI GRANT APPLICATION

Lavorini went over the grant again and the elements involved; state partnership, funding. They should hear back in the next four to six weeks on whether they received the grant.

STOR SUBCOMMITTEES

Hicks reported that her and Lavorini are asking that each subcommittee decide who the chair will be at the next meeting, who will run meetings, put together the agenda, take notes, work with Lavorini, and creating reports back to the STOR Committee. Asked that the chair get a list of members to Lavorini. Finally, asked that each committee review or create a charter for themselves, what their purpose and desired outcomes are.

JUNE COMMITTEE MEETING

Hicks stated they are hoping to meet in person at their next meeting. They will still have a Zoom option. They are asking the general public to continue to use Zoom at this time.

UPDATES FROM COMMITTEE MEMBERS

Pagano stated that her and Marlene Crosby are meeting with CDOT to talk about the CB to CB South Trail in June and will update the CB South subcommittee group and STOR Committee.

Roman reported that he spoke with McCombs over a month ago and they were talking about the designated camping, camping fees and enforcement and McCombs stated he has the ability to hire a seasonal officer. Asked whether the County and City could talk to their entities to help fund another enforcement officer. McCombs stated that they also have the option to help fund a local enforcement officer and could discuss that. Houck stated that the BOCC allocated funds to the Town of Crested Butte for increased law enforcement. Merrill will bring it up to the CB Council.

Logan went over the progress they are making the IOFF Park, they are currently using blocks from the old City shop to build a retaining wall. They will have a mural at the park.

McCombs reported that he will be bringing to the group a topic for prioritizing projects for the Great American Outdoors Act 2024. Would like to hear ideas for projects from the group. He did outreach to the College of Architecture and Planning at the University of Denver to hopefully create some opportunities to do some design studios in the area on some Forest Service projects at lower costs. They are looking for opportunities and could bring students at the master's level with design and planning career paths in partnership with firms at relatively low costs.

Ochs stated the CMBA has their annual kickoff this Friday. On Saturday, June 5 is National Trails day and will be working on the end of phase 2 of the Middle Cement Creek Trail. He reported that Chris Parmeter is retiring next month and the committee thanked him for his work.

Diamond stated that they have hired a consultant to facilitate their reintroduction of wolves. They will start having public engagement in July and will have more information at the June meeting.

Jones reported that the Cole Train Trail will have an official opening next week on June 3rd.

ADJOURN: The May 27, 2021 meeting of the Sustainable Tourism and Outdoor Recreation Committee adjourned at 3:53 PM.

Prepared by Rebecca Ricord, Community Development Administrative Assistant III