

**GUNNISON SUSTAINABLE TOURISM AND OUTDOOR TOURISM COMMITTEE
REGULAR MEETING MINUTES
November 26, 2023**

The November 26, 2023 Gunnison Sustainable Tourism and Outdoor Tourism Committee (STORC) meeting was conducted in person and by Zoom virtual online meeting, Gunnison, CO, 81230.

Committee Members Present:

Jake Jones, Chair, Crested Butte Land Trust	Steve Guerrieri, Stockgrowers'
Kimberly Shappert, Vice Chair, At-Large	David Ochs, At-Large
Celeste Helminski, At-Large Member	Dayle Funka USFS
Derrick Nierenberg, MetRec	Jennifer DeBoer, WCU
Chris Parmeter, At-Large Member	
Roman Kolodziej, Town of Mount Crested Butte	Ian Billick, Town of Crested Butte
Laura Puckett-Daniels, BOCC	Mark Voegeli, CBMR
LB Mullin Jr., At-Large Member	
Jeremy Johndrow, At-Large Member	
Beverly Richards, UGRWCD (zoom)	
Gabi Prochaska, Town of CB Council Member	

Others in Audience:

Hedda Peterson, CB Nordic
Bella Biondini
Andrew Sandstrom
MR Fuller

Staff:

Nick Catmur, National Forrest Foundation
Cathie Pagano, Community and Economic Development Director
Jena Greene, Community and Economic Development Planning Technician

CALL TO ORDER: Jake Jones called the November 30, 2023, meeting to order at 2:07 PM.

- Introduced Cody Pryor, new game warden for north Gunnison and CB

Welcome Nick Camur: Jake Jones and Cathie Pagano introduced Nick Catmur, the new Stewardship Coordinator. Nick added he was glad to be there and highlighted some of his previous experience.

Update on Strategic Goal B1: STOR Committee will work with partners to develop a multilingual communication plan and signage needs assessment that includes but is not limited to: locating camp sites; leave no trace principles, e-bikes, and stewardship messaging. - Andrew Sandstrom: Strategic plan goal B1. (Andrew Sandstrom)

- Sandstrom noted that a communications subcommittee had existed in the past. The three main issues were
 - Apathy or people who know the rules but don't follow them
 - Overcrowding. If the camp sites are full, someone who arrives late will just make one

- Unattended Campfires
- Discussed if more signs help and thought that spending enforcement would be a better use of funding. Additional enforcement needed to be a top priority.
- They also mentioned exploring a reservation system.
- More marketing: What can be done for a campaign depends on budget. The cheapest option would involve taking advantage of existing assets and would be cheapest. More impressions required more funding. The idea the message would be shared organically on social media would see the needed results.
- Types of Campaigns:
 - Full Campaign: Gave the example of “B like Breck” Campaign: This was a full campaign (visible everywhere, also on the radio). This campaign didn’t have incentives, people would sign up and take a pledge. Success of B like Breck was hard to measure; Their survey just asked about is people were aware of the campaign.
 - Other campaign option: work with current assets like the COVID Critter
 - Pros: match with current signage; existing and growing asset library;
 - cons: expensive
 - Other option: Join Care for Colorado Coalition
 - Pros: consistency across the state; existing library of assets (LNT videos, etc.) that is growing.
 - Cons: wouldn’t match current signage, lack of personalization to our needs. Care for Colorado is really specific about using certain verbiage. They work with LNT. They have animated videos, they’ve created posters, social media.
- Subcommittee Thoughts on Budget
 - priority should be to fund enforcement.
 - specifics would make it easier to build a plan.
 - Needed more information about creative direction.
 - Other funding sources: Colorado Tourism office tourism management grant.
 - State is doing a statewide stewardship plan
- Discussion
 - Comment from John Norton: At some point the return for money spent on communication will diminish, doubling the amount of money doesn’t guarantee better results. We need to evaluate if that number has been met. Is it outside of STOR’s purview to recommend enforcement? Maybe, but if the goal is to lighten the damage on the ground, lower fire risk, and reduce the trash, then the best spends of money is on enforcement.
 - But if we haven’t spent enough money, and if all efforts have been focused on organic messaging, then there was an opportunity to spend more money.
 - Was there a potential project that could be pitched Western students
 - 3 types of people: people who don’t care who will only respond to enforcement; people who know what to do but arrive late and make a camp anyways, those who follow the rules

- Value of organic marketing vs. paid marketing. How much has TAAP spent on stewardship marketing. The sign campaign \$60-80k.
- Unattended Fires – could messaging be improved in marked camping areas? Or how to put out a fire, location of nearest restroom, how to properly bury waste. Hard to measure the effectiveness of messaging. Could be improved at campsites, but its really great at trailheads.
 - bigger campaigns (b like breck) have the messaging everywhere
 - approach and philosophy.
 - attracting new groups to events.
 - Add signage showing when camping is full. One sign at each major drainage. Inform campers that sites are full before they drive up to find that there are no available sites and possibly make an illegal one.
- Build agreement on what we want to do every year, and then have debates about if it was enough.
- Funding comes from GOCO stewardship grant. Did pay a lot towards stewardship capacities, the STOR Core which filled the gap.
- The County hadn't allocated funds for STOR at this time.
- Recommended by Pagano that the STOR committee work to fund other entities that were set up to do stewardship work.
- Look into free reservation system with penalty fees for no shows.
 - Has limitations and isn't scheduled to work.
 - Bullet point for strategic plan. Lacking infrastructure.
- Marketing needs to be more about sending the message about stewardship and managing expectations.
- Discussion about more funding for enforcements:
 - plan b information only works for people who are paying attention.
 - Suggestion of posting pics of officers writing a ticket.
 - Get crews out on nights and weekends. Would love for this committee to fund more enforcement, bringing back weekend stewardship crews
 - There are a lot of logistical issues. Forrest service has CFRS, lots of enforcement and policy. Difference between designated camping and just having campsite. Used a concessionaire in Gothic this year as a pilot program. There's a lot of policies.
 - CBCC is amazing, cleaning campsites; but enforcement has to happen. Increased use on the forest this year than last year, more abandoned fires.
 - What would it take to fund another enforcement officer, FPOs are dwindling, law enforcement is getting a bad
 - (Fuller) Most people blow by the signs, unable to focus all of his time in CB, he covers the entire Gunnison forest. Reserves can be used. An additional officer is on the org chart, but there's a lack of funding.
 - Soft enforcement? Fuller tried educating for 2 years; people won't accept responsibility.

- BOCC spent some TAPP money for affordable housing this year. Not sure if rec stewardship would always be a supported use of the funds; would need public support to change what the funds could go towards.

Stewardship Fund Update/Review (Nick Catmur)

- Projects need to take place within the Gunnison county, with STOR, funding Partners, NFF, Gunnison County
 - Partners contribute funds, NFF houses and distributes the funds.

General Selection Criteria

- Project is a priority of the land management entity where the project will take place.
- Project aligns with the values of the Gunnison County community as established by the One Valley Prosperity Project that led to the creation of the STOR Committee.
- Project aligns with the STOR Committee strategic plan.
- Project is designed, to the extent possible, to benefit all public lands in Gunnison County.
- Project has all environmental and cultural compliance completed, including NEPA.

STOR Committee Strategic Plan

1. Promote a sustainable, resilient community that supports thriving natural ecosystems and native wildlife resource; a vibrant rural and ranching culture, and a diverse recreation economy.
2. Foster a culture for residents and visitors that demonstrates an ethic of environmental stewardship and respect for our community.
3. Support collaboration between federal land management agencies, state and local government, nonprofits, and user groups to improve management of recreation and natural resources.
4. Minimize degradation of natural resources and enhance accessibility of recreation amenities by focusing recreational development close to population centers with transit connection and emphasizing conservation and wildlife habitat preservation in outlying areas.
 - Funding timeline: Now through January, getting organizations to submit LOI's.
 - Would allow STOR to review at Jan 25 STOR Meeting.
 - Full Funding apps due to NFF in February. Recommendations made by STOR in FEB
 - Support from STOR for proposed timeline. One month was reasonable turnaround.

Minute Approval: Minutes from October 26th, 2023. Moved to approve by Mark Voegeli and seconded by LB Mullin. Passed unanimously.

Next meeting scheduled for December 21st . Jones adjourned the meeting at 3:57

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