



STOR Committee Meeting

Minutes March 28, 2024

Hybrid Meeting

For STOR Committee Members & Guests: *This meeting will be held in-person at the Blackstock Building – 200 W Virginia Ave, Gunnison, CO 81230.*

For the General Public: *The meeting will also be held virtually on Zoom at the following link:*
<https://us06web.zoom.us/j/87637105265?pwd=Rkt2d2NoM3NubTJWMIZ5bnJzNjVvUT09>

Committee Members Present:

Jake Jones, Laura Puckett-Daniels, Cathie Pagano, LB Mullins, Tim Kugler, Jeremy Johndrow, Derrick Nehrenberg, Andrew Sandstrom, Brandon Diamond, Chris Parameter, Dayle Funka, Steve Duke, Kim Schappert, Gabi Prochaska

Jake Jones (Committee Chair) called to order at 2:02pm

Approval of February 2024 Meeting Minutes

Sandstrom made a motion to approve the minutes and Kugler seconded the motion.

The motion passed unanimously with amendments.

Jones took some time to introduce guest John Hare, advocacy director with High Country Conservation Advocates.

Communication Subcommittee Andrew Sandstrom discussion of LEO Saturation patrol opportunity & cost

Sandstrom explained media plans presented by the communication subcommittee and outlined the biggest priorities being campfire safety and leave no trace, don't make new campsites. He announced the subcommittee would now be part of the Care for Colorado Coalition to carry out outreach such as email, social media, and websites and that they would be coordinating with a marketing manager to establish a social media calendar for the upcoming season with no cost. He added that Care for Colorado Coalition's programmatic display would be a specific template with limited availability for customization. Daniels explained that having on the ground stewardship could be more beneficial to bring people's attention to the campaign. Discussion continued about how impactful the campaign could be and the best and potential platforms that could be used.

Sandstrom continued, and introduced the paid campaign, explaining it would take place June-August 2024, with a budget of \$5,000 and possibly include Meta/Facebook (\$1,500), Programmatic Display provided by care for Colorado Coalition (\$2,500), and Spotify (\$1,000). Each campaign would reach all ages and genders and would be shown to the Gunnison/Crested Butte area and would include topics such as campfire safety and rules, leave no trace. The committee discussed more possibilities for advertisement opportunities and engagement measurement capabilities and what would be the most effective message.

Sandstrom explained that ads would bring people to the Gunnison Crested Butte website and a block on the main summer marketing landing page where usage can be tracked using google analytics. These would be tracking post engagement, link clicks, and possibly quiz results. The committee debated the pros and cons of different types of engagement. Sandstrom explained the specificity and effectiveness of questions and benefits of the information that could be provided through quizzes with language that could be added to help people understand the importance of fire safety. Catmur explained there are always fire restrictions in place in designated camping zones. The committee agreed that fire safety is a top priority and having a monthly or mid-summer check in with the committee would be beneficial. Funka will work with rec staff to observe if there is anything important that needs to be addressed and can adjust accordingly after the mid- summer check-in.

Catmur discussed law enforcement opportunities for the summer season and how much it would cost to provide lodging, meals, and overtime pay. Law enforcement per day would cost around \$463.84 (includes lodging, meals, and overtime) and would require at least two staff members, costing around \$2,783.04 total for 3 days. The committee discussed more opportunities and requirements with Patrol Captain Brandon Cervantes with Grand Mesa Uncompahgre Gunnison National Forest, who explained fees and patrol process. Chavez added that the Upper Gunnison River District would support and would like more details. Funka explained the government would pay the base pay and would need to be paid overtime from other resources and explained availability of lodging in place. The committee considered what the best outreach options would be to help provide lodging and meals for staff. Billick mentioned he would investigate options to help provide lodging. Funka added that they would be working on hiring new temp-to-hire staff to help with enforcement. Cervantes suggested doing one weekend with 3 staff and then reassessing after that and deciding on how to continue depending on contact, incidents, warnings (written and verbal), and violations to determine necessity. Billick offered RMBL to provide meals for law enforcement staff. The committee decided that they would continue with the law enforcement opportunities, using law enforcement for 3 weekends and having a budget of \$10,000 and would try to get enforcement towards the end of July and beginning of August. The committee also decided that creating a sponsorship packet with different teasers explaining importance and information would help provide funding for law enforcement for up to 5 weekends during the summer season. Daniels also mentioned that the funding could also come from the GOCO grant. The committee went on discussing the perks of community engagement, and Catmur mentioned they could share a list of organizations and sponsors ready to back law enforcement efforts. Daniels added she would also speak with the commissioners to seek additional funding.

Discussion from Catmur and shared meeting information from forest service

Catmur began explaining the wildlife tool to demonstrate different types of impacts on wildlife which showed environmental impact and could be used to determine when it was appropriate to allow people to use certain areas. It would also serve to inform the community about essential environmental information. The committee discussed how the tool could potentially benefit the environment and the community, considering its success in other counties. Catmur explained that the tool would be made publicly available and would be based on heat mapping.

Billick informed the committee about potential national funding opportunities and asked how the tool could be most effectively utilized. Catmur expressed that it would be a highly beneficial tool, and Daniels suggested that the committee could arrange for a demonstration or instruction session from Chaffee County to learn how to use the tool most effectively. Catmur informed the committee that the timeline for this project would aim for completion in or around June.

Gothic Tent Pads & Toilet Service Update

Catmur updated the committee on the NFF contract for tent pads and drainage and that they chose Owen Tulip to construct the tent pads and drainage in Gothic drainage. There would be 10-13 pads able to be built in Gothic until additional contracts are finalized at dispersed designated sites and will be started when snow melts. Sharon Duran will be responsible for toilet cleaning at the designated sites this season, beginning May 15th at CB North and Kebler pass areas.

Jones adjourned the meeting.