



STOR Committee Meeting

Minutes August 22, 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, Kim Schappert, Cathie Pagano, Jennifer DeBoer, Andrew Sandstrom, Steve Duke, Dave Ochs, Chris Parmeter, Laura Pucket Daniels, Gabi Prochaska, Brandon Diamond, LB Mullins, Jim Lovelace, Dayle Funka, Jeremy Johndrow, Jana Hanson

Other: Heather Leonard, Julie Shapiro, Tori Manogue, Dan Zimmerer, Noah Shum

Jake Jones (Committee Chair) called to order

Approval of July 2024 Meeting Minutes

Prochaska made a motion to approve the minutes and DeBoer seconded the motion. The motion passed unanimously.

Colorado's Outdoor Strategy (COS) Presentation

Dan Zimmerer from Great Outdoors Colorado (GOCO) presented the Colorado Outdoor Strategy, recognizing partner contributions and outlining the vision to balance community recreation and wildlife protection while advancing conservation, outdoor recreation, and climate resilience. The strategy focuses on shared goals, statewide leadership, strategic funding, data-driven decision-making, and regionally based efforts. Zimmerer highlighted 20 regional partnerships covering 75% of the state, with \$4.9 million in funding and new partnerships in Pagosa Springs and the southeast. Shapiro discussed the goals, objectives, and milestones, including climate-resilient conservation, sustainable outdoor recreation, and coordinated planning. She emphasized creating high-quality outdoor experiences through data mapping, local tools, and a resource toolkit showing how conservation, climate, and recreation intersect. A data dashboard would provide a statewide baseline, and CODEX could serve as a foundation for other tools. Zimmerer shared their timeline through 2026 and a link to their webpage (engagecpw.org/cos-learn-more). The committee discussed challenges in messaging and securing long-term funding, with Shapiro and Zimmerer acknowledging these concerns and highlighting the importance of advocacy. GOCO is also completing a five-year strategic planning update.

Summer 2024 Stewardship Messaging update/report

Sandstrom presented the media campaign, covering the timeline (June-August 2024), budget (\$5,000), platforms (Meta and Spotify), topics (campfire safety, leave no trace), and audience (Gunnison and Crested Butte). Meta received \$4,000, using "Do Colorado Right" messaging and reached around 77,000 people with a 1.65% CTR. Spotify's \$1,000 audio campaign generated 10,000 impressions and a 0.21% CTR, mostly for awareness. The website landing page saw 5,000 views with low engagement. Meta proved more effective than Spotify, though limited budget prevented using display ads. The committee discussed engagement levels, with Sandstrom noting it was a learning experience but lower than expected and discussed making content more engaging and focusing on one key issue rather than several. Sandstrom explained tourist trends based on cell phone data, showing fewer tourists but longer stays due to the Hwy 50 closure. Camping in Gunnison was identified as a key issue for future campaigns and explored effective engagement methods, such as Facebook groups, camping vacancy signage, and law enforcement campaigns. Suggestions included clearer messaging when campsites are full, prohibiting campfires, promoting alternative accommodations, and implementing a "Plan B" campaign for next summer. They agreed that signs and messages should emphasize the consequences of illegal camping.

Future Stewardship Messaging

The committee discussed launching a "Plan B" campaign and implementing a camping reservation system. Sandstrom noted that the Spanish translation is still pending and that messaging around cattle isn't a priority for most people. The ranching subcommittee saw potential to further share insights about living in cattle country and the committee discussed a Plan B campaign, signage, law enforcement outreach (LEO) and effective ways to engage the community. Leonard observed that the visitor center significantly influenced where people would go and suggested their messaging should help distribute visitors more evenly, as wildflower trails and camping were the most common inquiries. Social media played a key role in their efforts, and the visitor center staff was overwhelmed so Leonard proposed using QR codes on signs and Facebook pages to assist visitors and welcomed additional suggestions. Pagano recommended consulting with park services for strategic ideas.

Jones adjourned the meeting.