AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

Agenda Item: Sustainable Tourism and Outdoor Recreation Committ

Action Requested:

Parties to the Agreement:

Term Begins: **Term Ends:** **Grant Contract #:**

Summary:

Please see the attached documents for the work session discussion

Fiscal Impact:

Submitted by: Josh Ost **Submitter's Email Address:** jost@gunnisoncounty.org

Finance Review: ○ Required ◉ Not Required

Comments:

Reviewed by: Discharge Date:

County Attorney Review: ◉ Required ○ Not Required

Comments:
ok db 9/7/17

Reveiwed by: GUNCOUNTY1\dBaumgarten Discharge Date: 9/7/2017 Certificate of Insurance Required

Yes ○ No ◉

County Manager Review:

Comments:

Reveiwed by: GUNCOUNTY1\mbirnie Discharge Date: 9/8/2017

○ Consent Agenda ○ Regular Agenda ○ Worksession Time Allotted: 60

Agenda Date: 9/12/2017

Revised April 2015

Gunnison County, CO
Community Development Department
221 N. Wisconsin St. Ste. D, Gunnison, CO 81230
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To: BOCC

From: Cathie Pagano

Date: September 6, 2017

Re: Sustainable Tourism and Outdoor Recreation Committee

Attached please find the draft charter and action plan for the Sustainable Tourism and Outdoor Recreation (STOR) Committee. We have utilized much of the strategic work that was completed during the One Valley Prosperity Project (OVPP) related to tourism and recreation in drafting the action plan for the STOR Committee.

If the BOCC is comfortable with the draft charter and action plan, it is recommended that advertising for members may begin as early as October 1st with appointments to follow and an initial meeting in early November.

Staff has been working with the County Attorney's office to determine if it is possible to allocate some portion of Local Marketing District monies as a potential funding source for STOR Committee projects and planning. We have also been working with representatives from the Colorado Outdoor Stewardship Coalition to identify opportunities for potential demonstration projects that would align with their goals of involving volunteers in outdoor stewardship projects. There will likely be funding available in early 2018 for several demonstration projects and we have been discussing possible projects that may fit the criteria for funding.

Staff will also continue to work with DOLA and GOCO to identify planning and project grant opportunities. It will be important for the Committee to demonstrate action, collaboration, and leveraging of resources early on to gain momentum and buy-in. We believe that we are well positioned for success.

Please feel free to contact me with any questions. Thanks.

Sustainable Tourism and Outdoor Recreation Committee

Committee Charter

Purpose

The Gunnison Valley contains stunning vistas, varied recreational opportunities. These landscapes and recreation amenities contribute significantly to the Valley's tourism economy and high quality of life. Public lands provide the backbone of our tourism industry and residents highly value their access to public lands which is why many of our residents call Gunnison County home.

When real or perceived threats to the quality of the experience on public lands occur, a conflict may arise causing us to question the value of our tourism economy. As the popularity of our community increases, we need to accommodate and sustainably manage both residents and visitors for the long term.

Residents noted the vast numbers of people camping in the upper Valley that were not in formal campgrounds—trash, human waste and other signs of heavy use were found. Trailheads and parking areas were overcrowded. These negative impacts are exacerbated by the housing crisis with public lands becoming de-facto affordable housing to some. Local frustration with tourism included crowding on trails and in towns, disrespectful behaviors, and a culture clash with our value of being slow-paced, small towns.

Our share of winter tourism, largely driven by alpine skiing, is waning, primarily due to the competitive nature of the industry and the significant investment in new ski terrain and guest amenities occurring with other ski resorts around the West. We have one of the lowest winter occupancy and average daily rates among the 18 competitors. It is CBMR's goal to reach 500,000 skier visits by the 2021-2022 winter season which aligns with air service growth goals. At the level of 500,000 skier days, CBMR would have a sustainable financial position allowing for larger capital improvements while also providing stability for the inevitable low snow years. CBMR continues to gain momentum in increasing winter and summer visits but will need community support for initiatives like the One Valley Prosperity Strategy to help maintain this momentum over time.

While we want to mitigate and better manage summer tourism, we do have the capacity to grow and improve tourism in the winter. If we do not change our approach related to tourism and recreation—if we maintain the status quo—the challenges associated with carrying capacity will continue to increase.

A collaborative and action-oriented approach is required to manage tourism and outdoor recreation. The Sustainable Tourism and Outdoor Recreation (STOR) Committee is intended and structured to be a wide-ranging group that acts thoughtfully, efficiently and proactively to address negative impacts and develops unique approaches to create a sustainable tourism economy and outdoor recreation experience while preserving the natural resources of our County. It will be important for each and every Committee member to come to the table with open minds, keeping in mind the greater good and a supportive, collaborative approach. It will take all members to address the complex challenges that we face.

The purpose of the STOR Committee is to work collaboratively to implement the following action steps:

1. To complete projects, and implement programs and strategies which will result in a sustainable tourism and outdoor recreation economy that also sustains the natural resources and aligns with the community's values.
2. To develop a strategic plan to collaboratively set priorities, plan, and implement improvements in outdoor recreational assets.
3. To prioritize areas and/or projects for collaborative effort and action, including, but not limited to:
    - Trail development and maintenance
    - Sanitary facilities
    - Camping management/improvements
    - Trailhead improvements
    - Parking
    - Signage
    - River put-ins
4. To disperse recreation use throughout County to reduce impacts.
5. To plan, implement and finance proposed improvements/projects through shared resources, identification and development of new funding sources and collaborative grant applications.
6. To submit unified comments on recreation projects and/or related federal planning processes.
7. To develop trails and recreation master plan(s).
8. To oversee implementation of OVPP Strategy related to Sustainable Tourism and Outdoor Recreation.

Organization

The Sustainable Tourism and Outdoor Recreation Committee (STOR Committee) is a community coalition, created by the Gunnison County Board of Commissioners to improve and maintain tourism and outdoor recreation in a manner that is sustainable (environmentally, socially and financially) and aligns with our community values.

The negative impacts of tourism and outdoor recreation to our natural resources and our community values (e.g. outdoor recreation experience and our connection with nature) jeopardize the sustainability of the natural resource. In order to protect natural resources and reap the benefits of tourism and recreation as an economic sector they must be managed in a way that does not conflict with our quality of life and instead complements our community values.

This committee is being referred to herein as "the Sustainable Tourism and Outdoor Recreation Committee." The Gunnison Board of County Commissioners is referred to herein as "the Board."

Actions of the Sustainable Tourism and Outdoor Recreation Committee shall be governed by the Action Plan and Goals identified in the One Valley Prosperity Strategy and those adopted by the Board of County Commissioners and attached to this Charter as Exhibit A.

Duration

The creation of the Sustainable Tourism and Outdoor Recreation Committee will be reviewed annually by the Board of Commissioners and Committee members will be reappointed until such time it is determined that the need no longer exists.

Membership and Responsibilities

1. The Sustainable Tourism and Outdoor Recreation Committee shall be comprised of nineteen regular members appointed by the Board of County Commissioners. Applicants to the Committee will be one (unless otherwise stated) from the following categories:
    a. City of Gunnison
    b. Town of Crested Butte
    c. Town of Mt. Crested Butte
    d. Gunnison County
    e. Colorado Parks and Wildlife (CPW)
    f. U.S. Forest Service (USFS)
    g. Bureau of Land Management (BLM)
    h. National Park Service (NPS)
    i. Gunnison-Crested Butte Tourism Association
    j. Gunnison County Stockgrowers' Association
    k. Western State Colorado University
    l. At-large public (8)

    Each nominating entity (a.-k.) shall recommend one member for a three-year term; the BOCC shall have the opportunity to interview and determine if the nominated representative shall be appointed to the STOR Committee. At-large committee members shall be appointed for a two-year term by the Board.
2. Each nominating entity shall empower their nominee to represent the entity and to make decisions and recommendations on behalf of their entity.
3. Appointed members must have the authority, to the maximum extent feasible, to vote on issues before the Committee without having to seek counsel from their nominating entity.
4. Public at-large Committee members shall represent stakeholder groups that have active interests in sustainable tourism and outdoor recreation and the capacity (resources, staffing, etc.) to support action and implementation of the STOR Committee.
5. A vacancy created by the resignation or termination of a member's term is filled by appointment by the Board of County Commissioners for the length of time remaining in the vacated term. If a vacancy is created by an agency (municipal, state, federal, etc.) rather than an at-large seat, the agency shall nominate a new representative to the STOR Committee.
6. A Committee member can be removed, with or without cause, by the appropriate entity and/or the Board, no sooner than ten (10) days after written notice is provided to such member by that nominating entity.
7. Any member may resign from the Committee by giving written notice to the appropriate nominating or appointing entity.
8. A Committee member is responsible for the following:
    a. Reviewing all material received prior to meetings.

b. Attending all meetings, insofar as possible, and notifying the Chairperson of absences at least five days in advance of the meeting(s) to be missed.
c. Making every effort to raise questions and concerns about a proposal as soon as they are apparent.
d. Review recommendations and makes decisions before the Committee.
e. Assist new members of the Committee as needed.
f. The Committee will meet with and make at least quarterly reports to the Board.
g. The Committee will utilize the goals, objectives and strategies in the One Valley Prosperity Strategy to assure the success of the projects and coordination efforts with various agencies.
h. The Community Development Department will send minutes of all meetings of the Committee to each member.

Officers and Duties

1. Officers of the Committee are a Chairperson and Vice-Chairperson who are members, and any other officers, as the Committee deems necessary.
2. Officers are elected annually by members at the Committee's first meeting of the calendar year, following the BOCC appointment of members, and shall be elected by a majority vote.
3. Each officer holds office for one calendar year after her/his election and may succeed herself/himself.
4. The Chairperson presides at all meetings of the Committee. The Vice-Chairperson serves in the absence or incapacity of the Chairperson, including in any event in which a conflict of interest prevents participating and vote by the Chairperson; and completes all such duties as are defined herein which are normally performed by the Chairperson.
5. All officers are voting members of the Committee including the Chairperson.
6. All records of the Committee will be maintained by the Community Development Department.
7. When a member resigns or is terminated or term expires they are to turn any records in their possession over to the new member or the Community Development Director within 15 days of their effective termination date.
8. The Community Development Department will provide support services to the Committee.

Meetings

1. The Committee shall meet monthly or more often, as necessary, to review and act upon matters brought before it.
2. All Committee meetings shall be preceded by at least 24 hours posting and published notice and held regularly and at the noticed times, and are public meetings and open to the public at all times.
3. A quorum of the Committee consists of five members. Action shall be by a majority vote of those members present.
4. The Committee shall keep a permanent, public record of all proceedings as recorded in the form of minutes. Minutes shall not be construed as a transcript of a meeting. All meetings involving financial decisions shall be recorded, except for executive sessions.

5. At least five business days prior to a meeting, the Community Development Director shall transmit to each committee member applicable materials for each item on the agenda for that meeting.

Conflicts of Interest

1. In addition to the provisions of C.R.S. 24-18-101 et seq. as they may be amended, any member of the Committee is considered in a position of conflict of interest if any of the following situations is evidence relative to a specific matter scheduled for discussion:
    a. The member will directly and substantially be affected to his/her economic benefit or detriment by the action proposed to be taken on the subject matter; but
    b. There is no conflict if a member of the Committee is solely a member of a general group, which has an interest in a tourism and/or outdoor recreation issue.
2. Any member who considers him/herself to be in a position of conflict of interest as defined above must declare such conflict as soon as it becomes evident and shall not participate in any discussion or the proposal and shall not vote on the proposal and shall excuse her/himself from the portion of the meeting during which discussions of the subject matter is taking place and leave the meeting room.
3. Questions of conflict of interest which fall outside the above-cited categories shall be referred to the County Attorney for evaluation; no action will be taken on the subject item, and any Committee member whose relationship to the subject or application is in questions, must remove her/himself from any related discussion until a finding from the County Attorney is received by the Chairperson.

Amendments

This Charter and Procedures may be altered and amended and new ones recommended by a concurring vote of five or more members of the Committee at a regular meeting subsequent to notification of the proposed change. By such vote of the Committee, the amended Charter and Procedures will be submitted to the Board of County Commissioners for consideration and approval.

Strategies

The STOR Committee will engage in the following strategies with members and partners to achieve its goals:

1. **Be a Model and Leader of Outdoor Stewardship**: Develop recreation and environmental best practices for tourism and outdoor recreation that can be a model for others.
2. **Enhance Strategic Collaboration:** Provide a structure for collaboration that promotes strategic planning, action and implementation.
3. **Be Proactive:** Identify and prioritize areas for maintenance, management, improvements, and/or development.
4. **Educate:** Build and maintain community awareness of issues related to outdoor etiquette, recreational options and value of the resource.
5. **Advocate:** Advocate for needed changes in priorities, goals and resource allocation.

6. **Monitor Progress:** Surveys, impact assessments, trailhead counts, traffic counts, and information about use of facilities (campgrounds, trails, parking areas) shall be monitored to evaluate progress.

Committee Structure

Community Builders Task Force Liaison

The Community Builders Task Force (CBTF) is a coalition of community leaders and elected officials focused on regional cooperation and coordination. The CBTF is the oversight committee of the OVPP. A liaison is appointed to attend CBTF meetings with the aim of keeping a focus on the community value of quality of life, active lifestyles and the connection to the outdoors. A liaison from the STOR Committee will serve a one year term.

Sub-Committees

Sub-Committees will be formed on an as needed basis and may include members that are not part of the STOR Committee; however any Sub-Committee shall be chaired by a STOR Committee member.

Sub-Committees may include:

- Winter use
- River recreation
- Campgrounds
- Trails/Trailheads
- Information and Education

2018 Focus & Action Plan

Focus

In 2016, the One Valley Prosperity Project resulted in this guiding principle for our community:

We believe the culture of the Gunnison Valley, which is inclusive of all people, and reveres our natural setting is important. We will welcome guests to our Valley and strive to include them in our culture and educate them about our values in which outdoor education plays a significant role.

We believe sustainable tourism should:

1. **Have positive impacts on the communities, culture, and local values while minimizing impacts to our fragile environment and man-made resources.**

2. **Provide visitors with an outstanding experience through information, education, infrastructure, friendly atmosphere, and a remarkable environment.**
3. **Maintain high quality outdoor recreation, an essential resource in the Gunnison Valley, both to support a vital tourism sector of our economy and for the well-being and values of our residents.**
4. **Create synergies that support other components of our Valley's economy.**

The One Valley Prosperity Strategy identifies the following key strategic approaches:

- Manage Summer Tourism
- Grow Tourism in the Winter and Shoulder Seasons
- Communicate Diversity of Assets to Better Distribute Visitors
- Grow Capacity for Long Term Sustainable Management
- Enhance Recreation Infrastructure
- Continue Current Tourism Marketing Strategy
- Develop a Regional Trails Master Plan
- Mitigate Conditions in the Upper Valley
- Develop an Education Campaign
- Initiate a Communication Strategy for Summer Visitors on Public Land Changes
- Centralize an Events Calendar
- Participate Regionally in the Forest Revision Plan
- Create a System for Sustainable Events

Many of the STOR Committee members were active participants in the development of OVPP Strategy. Implementing the OVPP Strategy will help advance the goals of the STOR Committee. The STOR Committee serves an important purpose in creating a forum to prioritize projects, leverage resources and maximize impact.

Exhibit A

2018 Action Plan

GOAL 1: Coordinate implementation of the One Valley Prosperity Strategy (OVP Strategy) related to Sustainable Tourism and Recreation.	
Strategy 1	By March 31, 2018, develop work plans for the OVP Strategy implementation.
	Action: Prioritize work plan projects and develop sub-committees as appropriate
Strategy 2	By March 31, 2018 Identify top five priority areas for short term action/attention including but not limited to trail development, trail maintenance, use dispersal, parking, trailheads, sanitary facilities, campgrounds, river access
	Action: Identify needed resources for priority projects and opportunities for shared resources, collaboration and funding opportunities.
GOAL 2: Ensure the Valley's tourism sector of the economy is year round, vibrant and supports our community's values.	
Strategy 1	By December 31, 2018 create a winter and summer Trails Master Plan for the Gunnison Basin.
GOAL 3: Foster a resident and visitor culture that demonstrates respect for our community, culture and environment	
Strategy 1	By December 31, 2018 develop a unified Gunnison Valley message for stewardship ethic and recreation etiquette to be distributed through local channels which utilizes a nationally recognized model such as the "leave no trace" program
Strategy 2	Support regional educational campaigns (Mountain Manners and Crested Butte Conservation Corps) for residents and guests to promote responsible use and good stewardship.
Goal 4: Support collaboration between federal land agencies, local government, non-profit and user groups to improve management of recreation and natural resources.	
Strategy 1	By March 30, 2018 develop a fundraising strategy for identified priority projects.
Strategy 2	By September 30, 2018 set common goals and priorities for natural resource and recreation asset enhancements.
Strategy 3	Coordinate a regional vision and strategy for public lands and actively engage in the USFS Forest Plan Revision process.
Goal 5: Be proactive in management of private and public natural and recreation assets to minimize resource degradation and enhance quality.	
Strategy 1	Manage campground capacity to minimize illegal and/or dispersed camping.
Strategy 2	Improve and coordinate trail signage regionally to enhance user experience and reduce negative impacts such as trespassing.
Strategy 3	By March 31, 2018, target businesses who interact with visitors (recreation businesses, visitor center, concierges, etc.) to understand recent public land rule

	changes (i.e. USFS and BLM dispersed camping regulations) and how to direct visitors to additional information.