

**GUNNISON SUSTAINABLE TOURISM AND OUTDOOR TOURISM COMMITTEE  
REGULAR MEETING MINUTES  
June 24, 2021**

The June 24, 2021 Gunnison Sustainable Tourism and Outdoor Tourism Committee (STORC) meeting was conducted by Zoom virtual online meeting.

**Committee Members Present:**

Kevin Alexander, Chair	
Christie Hicks, Vice-Chair, Crested Butte Nordic	Jonathan Houck, Gunnison County
Brandon Diamond, CPW	Commissioner
Matt Reed, High Country Conservation	Matt McCombs, U.S. Forest Service
Advocates	Dave Ochs, Crested Butte Mountain Bike
Hedda Peterson, MetRec	Association
Kimberly Schappert, At-Large Community	Jake Jones, Crested Butte Land Trust
Member	Roman Kolodziej, Mt. Crested Butte Town
Mallory Logan, City of Gunnison	Council
Steven Guerrieri, Stockgrowers' Association	Scott Borden, WCU
Hannah Cranor, Stockgrowers' Association	Mark Voegeli, CBMR
John Norton, Gunnison Crested Butte Tourism	
Association	
Tim Kugler, Gunnison Trails	
Joellen Fonken, UGRWCD	

**Others in Audience:**

Lizzy Bauer, WCU  
Andrew Sandstrom, TAPP  
Sally Thode  
Melanie Armstrong, USFS  
Joshua Futterman  
Rob Strickland  
Celeste Heminski, Gunnison Chamber of Commerce  
Jennifer Sublett, Gunnison Ranger District, USFS  
Marlene Crosby, Gunnison County Public Works  
Joey Carpenter, Town of Crested Butte  
Janna Hansen, Town of Crested Butte

**Staff:**

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

**CALL TO ORDER:** Alexander called the June 24, 2021 meeting to order at 2:02 P.M.

**AGENDA APPROVAL:** Agenda approved as presented.

**APPROVAL OF May 27, 2021 MEETING MINUTES:** Moved: by Logan and seconded by Peterson to approve the May 27, 2021 meeting minutes as presented. Motion passed unanimously. Kugler, Fonken and Alexander abstained.

## TAPP STEWARDSHIP UPDATE

Sandstrom gave update. They are turning off their summer promotions. Crested Butte Tourism Association looked at the businesses looking at not having enough employees and it being busy. They are looking at other sources that they can spend funding on. There are specific things they can and can't spend money on. Went through each item they can and can't spend money on. TAPP has already looked at ways to address the stewardship opportunities in the valley. In addition to tourism promotion, STOR and stewardship they are also charged by the County Commissioners to pursue any opportunities they have in economic development in the valley and support of WSCU. On the economic development side they are looking at growing higher paying jobs in the valley. They are working with ICE to help attract businesses bringing money into the valley.

They have updated their landing pages, support trails organizations at the top.

Long term opportunities: destination management- with better data and put it in one usable place. One important one is looking forward that they can share their forecasts with businesses, hospital etc.

Full web redesign- putting a complete section on the site for STOR. Opportunity to add resources for the community. Stewardship opportunities.

Carbon credit program. Sustainable tourism. Carbon off set credits for trail mileage ridden. They have thought about they can have more of a local impact for the money.

Schappert asked how miles driving a car is the same as miles of riding a bike. Sandstrom said that the way the program works is that a red plus certified project has a cost to it and that cost is offset by crypto currency called Up CO2. They are buying the Up CO2 credits and retiring them to support additional red plus certified projects. Most of it is being sequestered to not allow deforestation projects. Discussion followed on the process and possible funding for areas.

Kolodziej asked what the difference is between spending money on a capital project and contributing to an organization that uses the money to purchase assets. Sandstrom stated that they are allowed to do activities in support of business recruitment, management and marketing. The messaging would have to line with that.

Logan stated that the STOR committee needs people on the ground talking to visitors about waste management. How can TAPP help them? Norton stated that they have a local company that will be selling a kit that has a trowel, a piece of toilet paper that becomes a wipe and spray to sprinkle over waste and then cover up. Logan stated that they need to focus on location of where you can go and how to dispose of waste. Norton said the toilets will be going on the app. Sandstrom reported that they are working on getting GPS units for the toilets and adding them to the app. Sandstrom stated there is an opportunity there.

Alexander stated that some of the costs of tourism are impacts to wildlife. Could it be a cost tied into participation? Houck stated that there are very few counties that have LMD (Local Marketing District) Cap. There is a difference between addressing the impacts and the user experience. The impacts are harder to substantiate. Kolodziej asked if there is a petition to change the existing language at the next election. Houck stated that under the State law local voters have the ability to vote in or vote out having a local marketing district. They don't get to vote on rules because they are not defined locally, they are defined by State statute.

Ochs stated that he thinks they did a great job messaging until two weeks ago. It seems like they have reached the visitors but are missing it internally. There are a couple of businesses not doing the same as the STOR Committee. How do they get everyone on the same page? Sandstrom stated it might be good to have people go out and talk to the businesses and get them on board with STOR initiatives. Who are the people that should be talking to the business owners? Fonken stated that the Chambers are really trying to promote the businesses and can use them to make those contacts.

Borden asked how they de-market areas, concentrate visitors in one place or disperse them. What is their plan to figure out who communicates it and when? Sandstrom stated that to date the strategy has been to disperse them.

Discussion followed on dispersment, facility options, messaging, and enforcement.

### **INNOVATIVE FINANCE FOR NATIONAL FORESTS GRANT OPPORTUNITY**

Armstrong stated they are interested in applying for a funding opportunity through the National Forest Foundation called Innovative Finance for National Forests grant opportunity. The purpose is to support developing and implementing innovative finance models to leverage private and public capital for the Forest Service to support the resilience of the National Forest System. The proposal will be to explore how they can collect fee revenue and turn it around into protecting and maintaining the infrastructure and putting it towards resiliency projects. The proposal will be for one year of exploratory work. They are looking for a letter of support from the STOR Committee by early next week. McCombs stated they have been strongly encouraged to apply.

**Moved by:** Schappert, second by Fonken to write the letter of support from the STOR Committee for the application for the Innovative Finance for National Forests Grant. The motion passed unanimously, Borden abstained.

### **DESIGNATED CAMPING OUTREACH UPDATE**

Lavorini reported that Slate and Washington Gulch are close to being fully implemented. They have signage up and have groups out communicating whether spots are still available. They have a website link on the signage with the most up to date information. Ochs says it seems to be working. Logan stated they have 1,000 more of the camping flyers coming in and will work on a distribution plan. They are putting up leave no trace signage on all of the toilet facilities. She also has images ready for the web if people want them.

Lavorini went over the travel CB web page and campaign results. They went over the web page design and possible suggestions for changes.

The Salida and South Park districts are coming up to look at the designated camping to implement it in their area.

### **UPDATES FROM COMMITTEE MEMBERS**

Lavorini stated that they should get the communications subcommittee back together. The waste management subcommittee will be meeting July 22, 2021.

Pagano stated that they are almost done with Shady Island and are expected to be open end of July.

Diamond reported they have an open house on July 22, 2021 for the wolf integration.

Fonken reported that the Gunnison River Festival just had the biggest race they have ever had.

**ADJOURN:** The June 24, 2021 meeting of the Sustainable Tourism and Outdoor Recreation Committee adjourned at 4:00 PM.

Prepared by Rebecca Ricord, Community Development Administrative Assistant III