

MEETING MINUTES
GRAND COUNTY BOARD OF COUNTY COMMISSIONERS
GRAND COUNTY DEPARTMENT OF SOCIAL SERVICES
GRAND COUNTY HOUSING AUTHORITY

August 27, 2019

Present: Commissioner Richard D. Cimino, Commissioner District 1 - Chair
Commissioner Merrit S. Linke, Commissioner District 2
Commissioner Kristen Manguso, Commissioner District 3

Also Present: County Clerk and Recorder Sara L. Rosene
County Manager Kate McIntire
County Attorney Chris Leahy

Those present recited the Pledge of Allegiance.

Commissioner Linke moved to approve the Meeting Minutes of August 20, 2019, Board of Commissioners Meeting.

The motion passed unanimously.

Commissioner Cimino announced that the Board is sitting as the Grand County Housing Authority.

The Board will work with the Housing Authority Director on a legislative agenda for 2020.

Commissioner Cimino announced that the Board is sitting as the Grand County Board of Commissioners.

Finance Department

Finance Director Curtis Lange presented the Check Register and Expenditure List to be paid on August 28, 2019, for vendor payments. The list for this period was verified for the Board's approval.

Commissioner Linke moved to approve the checks presented on August 27, 2019 for payment on August 28, 2019 for the Grand County Housing Authority.

The motion passed unanimously.

Finance Director Curtis Lange presented the Warrant Register and Expenditure List to be paid on August 28, 2019, for vendor payments. The list for this period was verified for the Board's approval.

Commissioner Linke moved to approve the vouchers presented on August 27, 2019, for payment on August 27, 2019 for the Grand County Board of Social Services.

The motion passed unanimously.

Commissioner Cimino moved to approve the wires payment, vouchers, and interfund transfers presented on August 27, 2019, for payment on August 28, 2019 for Grand County.

The motion passed unanimously.

Road and Bridge Update

Road and Bridge Superintendent Chris Baer stated that asphalt work is almost done for this year.

Road and Bridge Superintendent Chris Baer will purchase speed trailers and will deploy in appropriate areas. Mr. Baer will work with the Sheriff to determine locations.

Commissioner Manguso moved to approve and authorize the Chair to sign the Sales Agreement between Grand County and Wagner for two Towmaster T-40 Trailers for the County Road and Bridge Department.

The motion passed unanimously.

No cash is being spent on these items because items were traded for these trailers.

Commissioner Cimino announced that the Board is sitting as the Grand County Board of Human Services.

Commissioner Manguso moved to authorize the Chair to sign the Core Services Contract between Grand County Board of Human Services and East Grand School District for Day Treatment Alternative Core service and Life Skills Core services in an amount not to exceed \$5,000 per month for nine months with a total contracted amount of \$45,000. The contract is between September 1, 2019 until May 31, 2020.

The motion passed unanimously.

Commissioner Cimino announced that the Board is sitting as the Grand County Board of Commissioners.

Commissioner Manguso moved to approve Resolution No. 2019-5-27, "A RESOLUTION BY THE BOARD OF COUNTY COMMISSIONERS OF THE COUNTY OF GRAND, STATE OF COLORADO APPROVING AMENDMENTS TO SECTIONS V(5), VI (6), VII(7)VIII(8), IX(9), XI (11), XIII(13), XX (20) AND RE-ADOPTING THE GRAND COUNTY ZONING REGULATIONS"

The motion passed unanimously.

Commissioner Manguso moved to approve Resolution No. 2019-5-28, A RESOLUTION APPROVING THE AMENDED FINAL PLAT OF THE COYOTE CREEK AT WINTER PARK SUBDIVISION, LOT 21, LOCATED IN SECTION 2, T1S, R76W OF THE 6TH P.M., GRAND COUNTY, COLORADO" and authorize the Chair to sign all applicable documents.

The motion passed unanimously.

Commissioner Manguso moved to reimburse Kremmling Memorial Hospital District for any building permit fees paid and waive future building permit fees for the District.

The motion passed unanimously.

Commissioner Cimino stated that he would like to reinstate the transportation fund for mental health patients. The cost will be approximately \$30,000.

Grand Foundation Executive Director Megan Ledin stated that Grand Foundation will be refunding Grand County \$20,000 due to the County's payment to HTA. The Board may use that money for the mental health transport.

The Board is fine with opening the grants for the Donor Advised Fund on September 1, 2019.

County Manager McIntire presented the weekly update.

Commissioner Cimino will meet with local doctors regarding the Peak Health Insurance Plan.

Commissioner Cimino stated that Grand County's Health Plan may be changing to Peak Health Plan. The current County health plan will not change cost and benefits except any federal law changes.

Consent Agenda

Resolution No. 2019-8-9, "A RESOLUTION BY THE BOARD OF COUNTY COMMISSIONERS OF THE COUNTY OF GRAND, STATE OF COLORADO AUTHORIZING JOSH SCHROEDER, GRAND COUNTY AIRPORT SUPERVISOR TO TRAVEL OUT-OF-STATE"

Resolution No. 2019-8-10, "A RESOLUTION BY THE BOARD OF COUNTY COMMISSIONERS OF THE COUNTY OF GRAND, STATE OF COLORADO APPROVING THE RENEWAL OF A RETAIL MARIJUANA STORE LICENSE TO SERENE WELLNESS V, LLC DBA SERENE WELLNESS WINTER PARK LLC, LOCATED AT 79025 U.S. HIGHWAY 40, UNITS 5 AND 6, COUNTY OF GRAND, STATE OF COLORADO"

Resolution No. 2019-8-11, "A RESOLUTION BY THE BOARD OF COUNTY COMMISSIONERS OF THE COUNTY OF GRAND, STATE OF COLORADO APPROVING THE WAIVER OF A BUILDING PERMIT FEE FOR HABITAT FOR HUMANITY OF GRAND COUNTY, COLORADO, INC."

Commissioner Manguso moved to approve the Consent Agenda.

The motion passed unanimously.

Review of Draft Ballot Question Re: Public Safety Facility

The Board reviewed the resolution for the public safety facility resolution and ballot question.

Sheriff Schroetlin noted that there were 5,200 calls in 2014 and in 2018 there were 15,000 calls.

Red Hawk Ranch Water & Sanitation District, Special District Service Plan Extension

PROJECT NAME: Red Hawk Ranch Water and Sanitation District –Extension of Special District Service Plan conditions regarding water and wastewater service
APPLICANT: Red Hawk Ranch Water and Sanitation District represented by Scott Bradley and Jennifer Ivey, ICENOGLE SEAVER POGUE
LOCATION: Tabernash Area, proposed Red Hawk Ranch Subdivision, Grand County, Colorado
ZONING: N/A
APPLICABLE REGULATIONS: Section VII, Red Hawk Ranch Service Plan
EXHIBITS: BOCC Resolution No. 2012-10-43, Red Hawk Ranch Water & Sanitation District Service Plan and Request for Modification of Service Plan
STAFF PLANNER: Alexander Taft, LEED Green Associate
REQUEST: A request to extend term of the approved Red Hawk Ranch Water and Sanitation District Service Plan

I. DISCUSSION

This application is a request for the approval of an extension for the Red Hawk Ranch Water and Sanitation District (“the District”) Service Plan deadline to and including March 1, 2020. This request for an extension is supported by Tabernash Meadows Water and Sanitation District (“TMWSD”) who has negotiated an extraterritorial service agreement with the District as of August 20, 2019.

The Board of County Commissioners (“BOCC”) approved the Service Plan of Red Hawk Ranch Water and Sanitation District on October 23, 2012, by Resolution No. 2012-10-43. The BOCC’s approval limited the activities of the Red Hawk Ranch Water and Sanitation District (“the District”) to negotiating an agreement with TMWSD for water and wastewater service for the Red Hawk Ranch subdivision. The BOCC approved the previous four (4) extensions of the Service Plan of the District.

To keep progress moving in the positive direction it is currently positioned Staff is recommending approximately six (6) months, or until March 1, 2020.

a. HISTORY

Red Hawk Ranch is a proposed 228-unit residential subdivision situated immediately south of Pole Creek Valley. The development is located within the Tabernash Area Urban Growth Boundary. The number of units, lot size, and County Master Plan Policy dictate that the development must be served by adequate public facilities, which in this area of Grand County includes central water and wastewater facilities. In addition, it is located adjacent to the boundary of TMWSD. TMWSD is a special district that was established in 1996 to provide water and wastewater services for residents of Old Town Tabernash and Pole Creek Valley. Red Hawk Ranch is included in its future service area. In June of 2019, the Board of County Commissioners voted to administratively extend the deadline of December 30, 2019 for dissolution of the District to August 31, 2019. Since then, an agreement for wastewater service has been reached and discussions are already in progress for water service.

b. COMPLIANCE

If no agreement is reached, the District is required to file a petition for dissolution. In the early stages of the negotiation between the districts progress towards an agreement was unsuccessful which gave cause to the request for an extension. Since then, a turnover in the board and general manager at TMWSD has allowed for more amenable progress towards a final agreement. Now, the District is working closely with TMWSD on testing and planning the use of available resources. As a result, the District has asked the County to consider an administrative amendment to their approved Service Plan to extend the term for finalizing a service agreement with TMWSD.

The approved Service Plan and C.R.S.32-1-207(1)-(3) addresses material modifications to County-Approved Service Plans. A material modification of an approved Service Plan is stated to be a change of a basis or essential nature, which includes the following:

- a) Any addition to the types of services provided by the special district;
- b) A decrease in the level of services provided the special district;
- c) A decrease in the financial ability of the district to discharge the existing or proposed indebtedness; or
- d) A decrease in the existing or projected need for organized service in the area.

It is Staff's opinion that a change to the term for negotiating a service agreement with TMWSD is not a material modification to the Service Plan. There is not a clear process in the Statute for modifications that are not considered material in nature. The idea presented by the District for an administrative amendment is warranted. This process, however, should not be a desk amendment by the Community Development Director or his agents.

The BOCC in its approval of the Service Plan is the entity that established the timeframe for negotiations and the dissolution of the District if no agreement was reached. If the term for negotiation is to be changed, it is therefore Staff's position that the BOCC needs to grant the extended term to RHRWSD.

Extending the term is appropriate for the following reasons:

- County Master Plan policies supports development in the Tabernash Urban Growth Area
- Adequate public facilities are provided or nearby to support new development in the area
- Additional quality housing is needed in Grand County in locations near major transportation routes, water and wastewater facilities, public safety facilities and jobs and commerce.
- RHRWSD believes they are in a better position both economically and politically to negotiate a service agreement with or incorporation into TMWSD for water and sanitary sewer service.
- Successful negotiations between these two Districts could prevent the dissolution of RHRWSD and improve the potential of water and wastewater services being extended to other adjacent areas, such as the Town of Tabernash, EJ Vulgamott Additions to Tabernash and maybe even parts of Winter Park Highlands, Grand County Village, and areas around or in proximity to these developments.
- A successful negotiation between these Districts would be a real benefit to existing and future Grand County residents.

I. RECOMMENDATION

It is Staff's recommendation to the Board of County Commissioners to extend the term for negotiation as established by BOCC Resolution No. 2012-10-43. Colorado Revised Statutes allows this extension pursuant to C.R.S. 32-1-207.

Staff has had discussions with TMWSD Staff and Board who are in agreement with the request for an extension as positive steps toward agreements for water and wastewater are underway. Staff recommends an extension from August 31, 2019 to March 1, 2020, to reach a deal for water service.

To prevent a separate request staff would also request that the Deadline for Final Plat approval be extended to December 31, 2020.

If further negotiations are not successful by the end of the extended term, the District will initiate dissolution in the same manner as is outlined in the approving Resolution (2012-10-43) for the Service Plan.

Commissioner Manguso moved to extend to June 2, 2020 the Red Hawk Ranch Water and Sanitation District – Extension of Special District Service and the final plat is to be completed by the end of 2020.

The motion passed unanimously.

Middle Park Conservation District Annual Report

Presented by Katlin Miller:

Mission:

Protect natural resources and promote the wise use of land, soil, water, air, and wildlife through education, program administration, and technical assistance for the benefit of all.

Vision:

Be a recognized and respected leader in the community by fostering natural resources conservation and cooperation among government officials, non-governmental groups, developers, community organizations and associations, landowners and the general public through education, technical assistance, and planning.

Trends Impacting Natural Resources:

Conversion of agricultural lands to development, increased water diversions to Front Range and downstream users, climate changes trending toward a drier climate, high cost of conservation practices, and an influx of second homeowners to Middle Park.

Resource Concerns:

Range, hay & pasture
 Noxious weeds
 Forest management
 Water conservation
 Wildlife conservation
 Small acreage management

- Approximate percentage of land ownership in GRAND COUNTY (2018 parcel data obtained from Grand County Gov):

67%	Federal Government (USFS, BLM, NPS)
17%	Agriculture/Forest Ag
8%	Residential, Commercial, Planned Development, Everything Else Not Listed Elsewhere in this Table
7%	Other Natural Resources/Conservation Easements
1%	Mining

- Approximate percentage of land ownership in SUMMIT COUNTY (2018 parcel data obtained from Summit County Gov):

80%	Federal Government (USFS, BLM)
9%	Agriculture/Forest Ag
6%	Residential, Commercial, Planned Development, Everything Else Not Listed Elsewhere in this Table
3%	Other Natural Resources/Backcountry/Open Space/Recreation
2%	Mining

- Approximate percentage of land ownership within the defined boundaries of MIDDLE PARK CONSERVATION DISTRICT (2018 data clipped from Grand and Summit Gov):

65%	Federal Government (USFS, BLM, NPS)
19%	Agriculture/Forest Ag
7%	Residential, Commercial, Planned Development, Everything Else Not Listed Elsewhere in this Table
7%	Other Natural Resources/Conservation Easements/Backcountry/Open Space/Recreation
2%	Mining

- According to the National Agricultural Statistics Service’s Quick Stats database, producers in GRAND COUNTY reported the following numbers of livestock and hay production. (<https://quickstats.nass.usda.gov>).

Cattle (total inventory, incl. calves):

2017: 13,400

1965: 24,000

Hay (incl. Alfalfa)

2017 Acres Harvested: 27,000

1965 Acres Harvested: 32,000

2017 Production in Tons: 37,200

1965 Production in Tons: 51,150

- According to the National Agricultural Statistics Service’s Quick Stats database, producers in SUMMIT COUNTY reported the following numbers of livestock and hay production. (<https://quickstats.nass.usda.gov>).

Cattle (total inventory, incl. calves):

2017: 700

1965: 5,800

Hay (incl. Alfalfa)

2017 Acres Harvested: 2,600

1965 Acres Harvested: 6,670

2017 Production in Tons: 3,200

1965 Production in Tons: 9,620

Adult Education:

Newsletters

- Published 3 electronic newsletters full of announcements and educational articles
 - Fall Newsletter still to come
- 563 subscribers
- Also posting to Facebook Online Garage Sale Pages

Era of Megafires

- Possible showings of the “Era of Megafires” educational video in Grand and Summit counties (with GCWC & CSU Summit County)

Youth Education

- GCWIN Bug Week
 - 6-8th Grand (WG/EG), 10th Grade EG
- Water Warriors
 - 6th Grade program in EG and WG
- Blue River Horse Center

- Summit county conservation and horse education program

Other partnerships:

- High Country Conservation Center (Summit County)
 - On the Executive Water Committee
- Grand County Wildfire Council
 - Community Chipping Program, 5 dates in 2019: one left to go
 - Fuels Reduction C/S Program, ~Received a \$25,000 matching grant from CSCB for this program
- Middle Park Habitat Partnership Program
 - Assist landowners with habitat projects
 - Clover seeding
 - Spring Developments
- Colorado State Forest Service
 - Seed seedlings
 - Seedling Survival Supplies
 - Forest Management Assistance
- Grand County DNR
 - Work together on the Grand County Noxious Weed Board
 - Work together on the Free Herbicide Giveaways (on Fridays)
 - Work together on noxious weed education
 - Promote revegetation of disturbed sites through seed sales at herbicide giveaways
 - \$508 so far this year
- Summit County Weed Department
 - Work together on noxious weed education

Grand & Summit County CSU Extension

- Ex-Officio on our Board (per State Statute under Soil Conservation Act)
 - Work together on educational programs
 - Promote seedling sales through Summit Extension

NRCS & CSCB

- District Conservation Technician
 - Mark Volt, 16 Hours/wk
 - 75% NRCS, 25% CSCB, 25% District
- Fills the void Left By Mark's Retirement as the NRCS District Conservationist
- Without Mark, we would have no in-county Natural Resource Technician
- NRCS is NOT looking to fill his position
 - Glenwood Springs Will Be Our Primary Office with Kremmling as a satellite Office

NRCS Programs: 19 active contracts

- Targeted Conservation Program (TCP)

High Mountain Flood Irrigation

- A pool of money set aside for landowners in Middle Park to use for irrigation projects
- Funds were acquired by MPCD, but contracts are between landowners & NRCS

EQIP & RCPP: ILVK

- Environmental Quality Incentive Program, & Irrigators In The Vicinity Of Kremmling (ILVK)
- Contracts include sage grouse habitat projects, grazing management, and irrigation improvements.

Looking ahead to 2020

- Continue with current activities
- Continue working with NRCS to increase presence in Grand & Summit Counties
- Retain Mark Volt as District Conservation Technician (DCT)
 - Total Cost: \$24,335
 - NRCS/CSCB Pay: \$18,251
 - District Responsibility: \$6,084
 - We ask you to consider paying: \$4,563

The Board agreed that it will provide stable funding through Community Development to the Middle Park Conservation District.

Board Business

Commissioner Manguso moved to approve the Grand County Commissioner's Donor Advised Fund in the amount of \$255,500 for the 2020 budget to fund non-profits.

The motion passed unanimously.

Commissioner Manguso moved to approve and authorize the Board to sign a letter of thanks to Peak Materials.

The motion passed unanimously.

Commissioner Manguso moved to approve and authorize the Board to sign the following letters thanking individuals and businesses for their work for the Middle Park Fair and Rodeo:

Janet Engel, Carol Culbreath, Dakota Docheff, Tonya French, Christy Horn, Tara Sharp, Holly Hester, Peak Materials, Wagner Rents, Lacy Stovner, Karli Tonneson, Pat Pryor, Rick Wahl, Taura Perdue, Tim Ritschard, Richard Broady, Drew Gross, Jesse Springer, Doug Baker, Chris Murphy, Dave Sammons, Deb Wood, Caroline Smith, Jake Mahon, Amy Mahon, Jeremie Salyards, Mari Miller, Heather Corcoran, Jess May, Grover Pryor, Dwayne Uhrich, Sheila Jones, Twila O'Hotto, Tara Sharp, Tonya French, Taura Perdue, Robert Nelson, Sara Rosene, Art Aguilar, Paul Fisher, and Liz Mathieu.

The motion passed unanimously.

Commissioner Manguso moved to appoint Rich Cimino as Grand County's CCI representative and authorize the Chair to sign the form to CCI.

The motion passed unanimously.

Public Hearing – Adopt Amendments to Ordinance No. 6 (a.k.a. Blight Ordinance)

Commissioner Cimino read the changes to the Blight Ordinance (second reading)

Ordinance #6

I. CAUSES OF BLIGHT OR BLIGHTING FACTORS

A. It is hereby determined that the following uses, structures, and activities are causes of blight or blighting factors which, if allowed to exist, will tend to result in blighted and undesirable neighborhoods. It shall be unlawful for any person to maintain or permit to be maintained any of the following causes of blight or blighting factors upon any property in unincorporated Grand County owned, leased, rented or occupied by such person:

- 1) JUNK VEHICLES: Any motor vehicle that is considered junk is non-repairable or is extensively damaged. Junk vehicle means a vehicle that is incapable of safe operations on the road and that has no resale value except as scrap or as a source for parts or is extensively damaged or lacks one of the following items, which is otherwise standard factory equipment: windshield, side or rear window, door, fender, headlamp, muffler, wheel, or inflated tires, or is no longer a vehicle because it has been destroyed, dismantled or changed, or is non-repairable. A junk vehicle does not include a vehicle that qualifies as a collector's item as defined in C.R.S. §42-12-101 (2).
- 2) JUNK RECREATIONAL VEHICLES: Any inoperable or non-repairable recreational vehicles, including but not limited, camper trailers, camper coaches, snowmobiles, off highway vehicles, boats, and boat trailers that are extensively damaged, or are incapable of being utilized for their intended purpose.
- 3) UNSAFE STRUCTURES: Any building, dwelling or other structure, including but not limited to manufactured homes and mobile homes as defined by C.R.S. §38-29-102, (6), which presents a substantial danger or hazard to public health, safety, or welfare, or any dilapidated building of whatever kind which is unused by the owner, or uninhabited because of deterioration or decay, which condition constitutes a fire hazard, or subjects adjoining property to danger of damage by storm, soil erosion or rodent infestation.
- 4) RUBBISH/JUNK/WEEDS: The outside storage or accumulation of rubbish, junk, trash, garbage, weeds, brush or refuse of any kind. Domestic refuse stored in a closed container in such a manner as not to create a nuisance for a period not to exceed thirty (30) days shall be exempt

from this section. The terms “rubbish”, “junk”, “trash”, “garbage” and “refuse” shall include, but are not be limited to, parts of machinery or motor vehicles parts, and unused tires, whether on private property or County public right-of-way. Unused stoves or other appliances stored in the open, boxes, grass clippings, remnants of wood, metal, plastic, dilapidated signs, fences or retaining walls, waste food, or any other material or other cast off material of any kind, whether or not the same could be put to any reasonable use.

5) The causes of blight or blighting factors set forth in subsections (1), (2), (3) and (4), above are not unlawful if such uses of property are incidental to and necessary for the carrying out of any business or occupation lawfully being carried on upon the property in question and are permitted under the Zoning Regulations of Grand County applicable to that zone district.

Commissioner Manguso moved to approve and adopt amendments to Ordinance No. 6 as read by Commissioner Cimino.

The motion passed unanimously.

Commissioner Manguso moved to close the public hearing.

The motion passed unanimously.

Board Business / Correspondence / Calendar

All three commissioners met with Congressman Joe Neguse regarding the Blue Valley Land Exchange.

Commissioner Linke attended the CCI Mountain District meeting.

All three commissioners met with Middle Park Medical regarding Peak Health Alliance.

Commissioner Manguso attended the NWCCOG meeting.

August 28 Legislative Breakfast at 8:00 a.m. at Carvers – Commissioners Cimino and Linke

August 28 Commissioner Cimino meeting with local doctors at 5:00 p.m. at Randy’s

August 29 Tour at Farr Pumping Plant at 7:00 a.m. – Commissioners Cimino and Linke

Grand County Tourism Board Annual Update

Lindsey Morrow presented:

Mission Statement

The Grand County Colorado Tourism Board, through cooperative countywide efforts, will promote & market all tourism resources of Grand County.

Organization Structure

12 member volunteer Board of Directors:

- Four Members from the 3-Lakes District
- Four members from the Mainstem District
- Four members from the Fraser Valley District

Outsourced services:

- Sales & Administration - Lindsey Morrow
- Public Relations - Ore Communications
- Marketing - Miles Partnership

The board operates through funds generated by the Lodging Tax of 1.8%, paid by visitors staying in lodging properties, excluding the Town of Winter Park.

Grand County taxpayers do not pay for tourism board expenditures.

Members from the Fraser Valley District

Marie Huston	2011 to 2021
Robert Blay	2014 to 2021
Paul Lewis	2007 to 2019
Kristy Meyer	2012 to 2020

Members from the 3-Lakes District

Ron Ellis	2007 to 2019
Mike Ritter	2016 to 2021
Deborah Fitch	2018 to 2020
Cheryl Shipe	2019 to 2021

Members from the Mainstem District

Ken Fosha	1992 to 2020
Denise DuLac	2010 to 2019
Randy George	2013 to 2021
David Craig	2016 to 2019

Grand County Colorado Tourism Board 2019 Grants County Wide

Headwaters Trail Alliance: 2019 Bike Guide
Headwaters Trail Alliance: 2019 National Public Lands Day
Grand County Historical Association
Middle Park Fair & Rodeo

Fraser Valley District

Winter Park Chamber
Grand Links
Never Summer Race Production
Headwaters Trail Alliance: 2019 Trail Guide
Idelwild Spirts Event
Grand County Blues Festival
Town of Fraser Mural Festival
Shinning Stars Foundation Race

3 Lakes District

Granby Chamber
Grand Lake Chamber
Grand Lake Constitution Week
Rocky Mountain Repertory Theatre

Mainstem District

Hot Sulphur Springs Chamber
Kremmling Chamber

2019 Approved Grants:
\$320,608

Director and Sales Activity

Activity Promotions

682 Year-round county events promoted on event calendar and Facebook

Work with Miles Media on Email Campaigns

- Leisure Database: 26,117
- Local Database to area tourism partners):

Facebook – Likes: 39,828

- YTD Impressions: 6,452,314
- YTD Reach: 4,532,812
- YTD Engaged Users: 82,968
- YTD Page Interactions: 82,196

Instagram - Followers: 1,849

- YTD Media: 208
- YTD Comments: 348
- YTD Likes: 18,360

Tourism Professional & Promotional Tours

Partners in Outdoor Conference
Colorado Governors Tourism Conference

France Trade Show FAM Trip – September 21 – 22
Colorado Welcome Center Fall Study FAM Trip – September 26-27

Community Outreach/Sales

Community Outreach Presentations:

- Granby Chamber January
- Winter Park Chamber February
- Town of Fraser March
- Grand Lake Chamber April

CRAFT 101 meetings with GC Economic Department

Colorado Rural Academy for Tourism was founded in 2018 by CTO

- This program offers training & Support for rural economic development through creation and branding of new or enhanced traveler experiences.
- Collaborative planning with Culture, Heritage, Historical, Agritourism & Culinary
- Goal is to create different travel itineraries to promote these businesses throughout Grand County

Google Search Optimization Program

IN MARKET WORKSHOP May 14

At this in-person workshop Miles Partnership provided tactical training and how-to guide take-aways for using Google My Business.

Topics covered will include:

- Claiming and managing your account
- Obtaining and responding to reviews
- Tips to improve your photography
- Adding 360 images & video
- Removing photos from your listing
- Leveraging Local Guides
- Getting the most from Posts
- Unique opportunities by business type
- How-to guide take-away documents

Google Program Success

- Grand County had the best turn out within the nation for this program, with over 80 business who participated.
- GCCTB is also providing a continuing education class this November for all Grand County
- Lindsey is continuing to work with business and chambers to continue this verification and training on the Google Business Page

2019 Strategy

1. MARKETING BUDGET = \$450,000 + \$25,000 CTO Grant = TOTAL \$475,000
2. Focus on seasonal messaging
3. No big branding placements - stick with 2018 success: social & targeted placements
4. Social expansion, audience building and creative testing
5. TARGETING

Geographic

- Colorado 35% (Denver / Front Range)
- Destination 65% (Dallas, Chicago & Austin)
- National reach through retargeting and look-alike placements

Demographic / Behavioral

- 50/50 Male/Female
- Stronger focus on Millennials (age 20-36)
- Outdoor enthusiasts
- Event Attendees
- Rocky Mountain National Park
- Those searching for a mountain and/or adventurous vacation

2019 Strategy messaging

Messaging will be based on seasonality and offering, but focused on EXPERIENTIAL content that will resonate with the personas we target.

- Build off of the User Generated Content to share experiences
- Develop landing pages to continue experiential ad messaging through to the site
- Produce ads / tag for tracking and distribute to publishers

GCCTB Impact

- Lodging Tax Revenue in 2018 = \$1,078,872
16% increase from 2017
- Lodging Tax Revenue Q1 & Q2 2019 = \$456,259
3% increase from 2018
- Advertising Return on Investment = \$249 return investment for every \$1 spent in media. (2016 SMARI report)
59,000 trips resulted in over \$40 Million in visitor spending.
(2016 SMARI report)
- Tourism directly supports approximately 37% of the 7,500 jobs in Grand County. This does not include categories that have some portion attributable to tourism such as real estate, transportation and retail

There being no further business to come before the Board, the meeting was adjourned at 4:02 p.m. The minutes were prepared by Clerk and Recorder Sara L. Rosene. Approved this 3rd day of September 2019.

Richard Cimino, Chair

Attest:

Sara L. Rosene, Clerk and Recorder