



MINUTES OF THE MEETING OF THE
GILPIN ADVERTISING PANEL (GAP)
GILPIN COUNTY, COLORADO

Thursday, September 7, 2023

The inaugural meeting of the Gilpin Advertising Panel (GAP) was held on Thursday, September 7th, 2023, at the Gilpin County Old Courthouse and online via Teams. Ex Officio Lyndsey Denton called the meeting to order at 4:05p.m.

Quorum Call. In attendance were members: Barbara Hardt, Jim Crawford, and John Bryan via Teams. Staff present were Ex Officio Member, Lyndsey Denton and Community Development Director, Rob Gutierrez.

Agenda Review. Ex Officio Denton reviewed the agenda items. Mr. Bryan requested to include the responsibilities of the GAP prior to the election of officers.

Public or Press Comment. No public comments

Responsibilities of the Gilpin Advertising Panel. It was requested to first go over the role of the GAP. The GAP roles and responsibilities were read from the Bylaws, then overviewed the percentage of the lodging tax the GAP is responsible for, 10% of the 2% lodging tax.

New Business.

Election of Officers. The role of each officer was reviewed, and election of officers was discussed with the recommendation from staff to nominate the Ex Officio as the Secretary, as this is how similar boards are setup.

Ms. Hardt motioned to, "Nominate Jim Crawford as Chair." Mr. Bryan seconded the motion, which passed by a vote of 3 to 0.

Mr. Crawford motioned to, "Nominate John Bryan as Vice Chair." Ms. Hardt seconded the motion, which passed by a vote of 3 to 0.

Mr. Crawford motioned to, "Nominate Lyndsey Denton as Secretary." Mr. Bryan seconded the motion, which passed by a vote of 3 to 0.

2024 Budget. It was discussed that the first couple of years will be somewhat unsure of how much money the Panel would be working with. The budget for 2023 was \$27,000. Currently, there is approximately \$6,250 in the fund from 1st and 2nd quarters of 2023. The funds from Golden Gate Canyon State Park's lodging tax revenue that began on July 1st, 2023 (3rd quarter) have not yet been received. Further discussions will need to occur with the Finance Department to inquire how detailed the budget needs to be for 2024, and what has been budgeted for 2024 for the Lodging Tax line item. It was discussed to table the 2024 budget discussion until more information has been received, closer to budget discussion time.

Ideas for Use of Funds. The use of the 10% of Lodging Tax funds for marketing and tourism in Gilpin County was discussed. The Bylaws were reiterated to the Panel that the goal of the GAP is to promote tourism for the benefit of unincorporated Gilpin County. There was a question raised as to if the unincorporated piece was only how the revenue was received, or if the funding can only be used to promote unincorporated Gilpin County. There was



discussion that most people do not know the difference between unincorporated an incorporated, and it is difficult not to mention Central City and Black Hawk when advertising Gilpin County. It was clarified that the goal is to promote all of Gilpin County, with the ultimate goal being to benefit unincorporated Gilpin County.

There was discussion about creating a Short-Term Rental (STR) listing/guide. There was mention that perhaps not all STR owners would want their information listed, and if we could poll the STR holders to ask if they would like to be included in a listing/guide. The poll may also ask the STR holders for ideas in which the GAP could support their marketing efforts. The Panel discussed coming up with survey questions for STR license holders to send out.

It was mentioned that the Panel also wants to support local businesses along the Peak-to-Peak Region, in areas, such as mid-county and Rollinsville. There are also businesses in the Russell Gulch area. There was also discussion to reach out the residents of the county to see what, and if, they are interested in promoting more tourism in Gilpin County.

There was discussion about the possible inclusion of the cities of Black Hawk and Central City in the marketing efforts. The current uses of marketing and advertising of both cities was discussed, but it was decided to inquire with both of the cities more to see what current advertising strategies they use.

The Panel recognized the previous surveys that the county, as well as surrounding areas, have conducted in efforts to better support the community. The Better City survey was mentioned, of which a copy can be obtained for further review. The Town of Nederland also has one that can be obtained for review. It was discussed to obtain both of these surveys for the next meeting.

The use of media print, such as the Colorado Tourism Guide, was mentioned. They run year-long advertisements. It was discussed to obtain pricing information and deadline submission information for the next meeting.

The use of the County website, specifically the Explore Gilpin page was discussed for possible use for marketing and advertising, but ultimately was foregone, as the advertising must be separate from County business. There was some discussion about creating a new website for the GAP, but nothing decided upon.

Consideration of 2023/2024 Calendar Meeting Dates. Future meeting dates were discussed, and decided that the next meeting will be held on Wednesday, October 4th, 2023, at 2p.m. Location TBD. Future meeting dates will be discussed and planned at the next meeting.

Adjourn. Ms. Hardt made a motion to adjourn the meeting. Mr. Crawford seconded the motion. The motion passed unanimously. There being no further public business to come before the Panel, they adjourned at 5:09p.m.

SD Approved
Signed this: 4th day of October, 2023.

Jim Crawford, Chair

John Bryan, Chair Pro-Tem

Lynsey Denton, Secretary, Ex Officio

Barbara Hardt, Member