

**Monthly Meeting of the Gunnison-Crested Butte Tourism Association Board of Directors  
August 13, 2015**

Present: Wynn Williams, Kurt Giesselman, Scott Clarkson, Ken Stone, Brian Barker, Ryan Johnson  
On-phone: Jeff Moffett  
Staff: John Norton, Laurel Runcie, Rebecca Filice

7:35am Meeting called to order by Giesselman

**MOTION:** Minutes July 9, 2015 - GCBTA Board of Directors Monthly Meeting

1<sup>st</sup> Johnson moved to Approve

2<sup>nd</sup> Clarkson

**Hits**

EWS media coverage was good

EWS would like to return in 2016 for a two-day event

Inquiry out to EWS about moving Whistler dates prior to Crested Butte stage

- Avoid Arts Fest weekend

Blog & Trail Forecast coming in at 50 cents per click

**DestiMetrics**

Held up due to Waterwheel & Holiday Inn providing data late—all on board

May & June—Good, beat competition

July— 75% occupancy for the month

- 6 percentage points increase in occupancy v. 7/14
- 7% increase in ADR v. 7/14
- 13% increase in RevPar v. 7/14

**CenRes – Gunnison Properties**

Holiday Inn

Inn at Tomichi Village

Waterwheel Inn

- Good meeting with Scott & Jill on structuring Cen Res as a function of CBV

**Air**

Projected Load Factor: 76-77% for Houston Summer service

**Misses**

EWS—Not enough advance information for locals in valley newspapers

*Blue Mesa*

Marina/Boat Dealer program—initiative doesn't appear to be moving the needle, more details to come

**Winter**

*Marketing Strategies*

- Hill Aevium doing a good job on media placement
- Mike Horn at Buttery on point with creative
- Hill Aevium not as strong on creative and writing, their strength is clearly media and digital

*Outerbike* - Moab, Utah 10/4

- Norton has requested a booth with Outerbike

Governors' Conference on Tourism September 13-15 in Mt. CB

**Finance Report** - Giesselman

Q2 about \$114,000 remains

Goal is to use LMD funding to make some collective impacts in the Valley.

Met with Colleen

Discussion about new General Ledger codes.

Looking at a double entry accrual accounting system

- This will be better over the long term in knowing what is spent per account in real time rather than a cash accounting system with fluctuations. The downside will be the challenge in matching back to 2015. There will be a disconnect. Accrual system will be a new start.

Special meeting on August 26 to review accounting process and GL codes

Tie budget to Big projects for 2016

- EWS
- Blue Mesa
- Fat Bike Worlds

LMD—will ask for \$1.4MM

In 2015, \$25,000 went to each Chamber to offset cost of Visitor's Center and Visitor's Guide

Gunnison Chamber is looking at funding a full time staffer for the Gunnison Country Chamber Visitor Center

**DestiMetrics and Reporting** – Moffet

Reviewed Summaries of March, April, May 2015

Top line is good overview, we should use this like a Dashboard tool

Much of the data requires some level of explanation

Explain numbers more thoroughly such as:

- Air promotions driving more phone calls
- Russian SPAM caused higher, but false web traffic

More digital display advertising

John, Jeff, Laurel to sit down with Dara to review data prior to reporting in order to add greater interpretation.

Stone discussed differences between ADR and RevPAR and how a boost in RevPAR is a better indicator of tourism generated change. In fact, ADR may decrease if we start to do a better job of filling in shoulder seasons.

### **Old Business**

#### *Houston United Service*

- 177% more seat capacity
- Presently 75.6% LF
- Forecast 78% LF
- Low payout expected, but very manageable

#### *Next Summer Air Market Potential Strategies*

- More Houston? (Connectivity within UA system)
- Dallas
- Look at source O&D data to determine whether Dallas residents are traveling to Houston for the direct flight service

RON = Remains over night

GCBTA winter flight marketing

### **Central Reservations & GCBTA update**

Explanation of set up and management—NAVIS system

#### *Gunnison Getaway*

- Product of the Cen Res
- Pricing value difference should be a huge factor

#### *Value Points to GG package*

- Air Buy Down
- Price points
- Free bus service
- Lift tickets
- Lodging (Holiday Inn, Inn at Tomichi Village, Water Wheel Inn)
- Quality restaurants in Gunnison
- Air Support

Blue Mesa program - undated

### **New Business**

#### *EWS*

Cancellation

Media handled well

EWS/BME handled well

- Seemed to be no question among organizers that the remainder of the event would be cancelled.

- A cancellation would not have happened in World Cup ski racing

### **TA Criticism**

Letters from Stephen Pierotti & Jane Chaney

- Jeff is planning to reach out to Stephen to diffuse and share some facts

What is the Gunnison perspective?

- Positive
- LMD is happy with what GCBTA is doing

Reach out to local opinion leaders to see what we can do:

Bryan Wickenhauser - High Alpine Brewery

Joellen Fonken - Water Park

Dave Wiens - Gunnison Trails

### *One Valley Prosperity Project*

Russ Forrest has secured about \$300K in research

Gov't funding to study three large scale marketing initiatives

- Ice House Innovation Center
- Gunnison Main Street Redevelopment - "The Last Great Colorado Cowtown"
- High Altitude Training Center - public/private partnership

### *Fat Biking and Nordic Skiing*

Gunnison Crested Butte Fat Bikers FB Page - read Nordic letter

*Colorado Activities Center* publication—official guide co-op sales

CTO - video opportunity with professional firm handling production

- Pay to play opportunities

### *SUP at Blue Mesa Summer 2016*

Clarkson will report at next meeting on planning for Blue Mesa SUP regatta event in August

9:21am Meeting Adjourned by Giesselman