



Monthly Meeting of the GCBTA Board of Directors  
December 10, 2015

Directors in Attendance: Kurt Giesselman, Jeff Moffett, Ken Stone, Ryan Johnson, Wynn Williams, Scott Clarkson, Brian Barker  
Staff: John Norton, Laurel Runcie, Rebecca Filice

Call to order—7:34AM

**Motion**—Approve November Meeting Minutes

1<sup>st</sup> Giesselman

2<sup>nd</sup> Johnson

Unanimous Approval

**Director's Report**—Norton

*One Valley Prosperity Program*

- OVPP has a serious purpose
- Economic Resilience Committee “what does Gunnison want to be”?
  - o Local made comment during group discussion, “Don’t mess-up my backyard”.
  - o How do we fix perception of Gunnison? “Is Gunnison simply an old town, ranching town”?

*Keystone Group* (WSCU, RMBL, CBMR, Gunnison Rising, Eleven, GVHR)

- Ski area in fragile place, college in fragile place. How do we let the community know, create a sense of urgency and a discussion piece with city officials?
  - o Moffett: CBMR’s problems are on revenue side. Finances and expenses are being managed properly.
  - o Norton: season dependent upon weather and perfect conditions at resort—chair lifts work, snow-cats ok, snow machines—all must operate properly posing no additional costs.
  - o CBMR beat its 2013-2014 sales #s by 17% in the 2014-2015 season
  - o Clarkson: if we don’t need to spend capital to cover resort logistic failure, we’ll have a good season. We need excellent conditions this year. Last year saw strong load factors, and out-paced skier day growth. Not great snow, but still strong.

WSCU

- Student enrollment is up.
- Community colleges now offer a four year degree = additional competition for WSCU.
- Western tuition is between state and community college prices, as are academic standards.

#### *Airport Master Plan*

- GUC will receive a matching grant from FAA.
  - o GUC's grant amount is behind Aspen and Durango—airports instead will receive 100M matching grant.
- Many locals ok with current airport and not in favor of remodel/expansions.
  - o Do these locals use the airport?

#### *GCBR Discussion—Cyber Monday*

- ...“what do we think is not working...why didn't the promotion perform”?
- Runcie: 1 airline booking out of Cyber Monday Promotion. 40k web sessions Nov. 20 – Dec. 8
  - o Compared to CBMR's 108k web sessions
  - o Family that booked airfare typically drives to CB.
  - o 109% more web sessions versus last year during same period
  - o Web sessions out performed industry average – social campaigns contributes to strong traffic.
  - o Creative is performing and media buying
  - o 140 calls answered v. 2500 at CBV + CBV booked 39% of calls
  - o Weather contributed to this lack of bookings.
  - o We are reaching a new clientele—which is good!
- Giesselman: Gunnison-Crested Butte name recognition can't compare to that of CBMR.
  - o Is it brand awareness, desire, offer, landing page/website??
  - o 140 people have called—that's good! What would have convinced them to book?
- Moffett: CBMR has past guests and they target them successfully.
- Williams: Is the deal good enough?
- Runcie: GCBTA could follow-up with callers to offer same deal although expired.
  - o Norton suggested we ask these people why they didn't book.

#### *New Promotion Ideas*

- Friends and family fly free + \$99 companion fare.
  - o Are we talking to new people in Texas? Do we need to offer a \$99 deal??
- Norton: a branding study in Aspen talked to people who had never visited. People assume things about Aspen. These people gave a lot of feedback. They had an impression of the area. Branding study couldn't work in the Gunnison Valley because most outsiders don't have a basic idea of the area. Most have never visited. We need to hit these people many times – build brand awareness.
- Giesselman: we have money to spend. Let's spend it and act proactively, not reactively.
  - o Spend \$150k on new promotion.
- Stone: A good deal is the most important thing. Stone will target large companies in Dallas and Houston and use employee intranet to offer \$99 airfare promo.

- Moffett: \$99 per person fare, add lodging. Cap at \$50k. Gunnison Getaway, add third night and we reimburse properties.

### **Motion**

Board to approve \$150k cap

1<sup>st</sup> Clarkson

2<sup>nd</sup> Giesselman

Unanimous approval

### *Expedia*

- 3 packages sold. Apparently there have been issues with channel.
- Stone: we want all hotel searches in area to have pop-up messages with airfare and hotel deals. That's not happening now and will be fixed shortly. Deal will extend through January.
- Moffett – we have 2 months at the most to make a difference. Is it time to talk about a better offer?

### *WSCU–Airfare Promotion*

- No bookings and 4 calls thus far. Deal available for just 1 week.
- Barker: Recruiters heading to Texas with deal. More direct mail campaigns too.

### *Airport Cancellation Voucher Program*

- Guests will receive change. We have enough to cover 20 cancelled flights.

### *Guest Experience*

- Push guest experience discussion to January
  - o 6 people attended Gunnison session, no owners.
  - o 25 in Crested Butte, owners and employees.

### *Annual Report*

- Norton will share with community and include both positive and negative promotions.

### **President's update - Moffett**

- Thanked members for participating in community outreach, such as OVPP
- Observed incongruity between fragile state of CBMR and WSCU (as discussed earlier in the meeting) and a community feeling that the county is too busy, especially in summer, and that important capital projects are deemed unnecessary by some.
- As a community we need more revenue, not just more visitors.
- GCBTA needs to help balance number of visitors and tourism revenue as significant component of county's economy.

### **Finance Report—Giesselman**

- Presented interim #s—not cash statement—and we have a surplus.
- New reporting begins next year with new GL code system.
- New Quick Books program will link with bank account and offer real time balance/activity.

- Some 2016 expenses are prepaid. We're in good shape and can be agile, do something to move the needle.
- We need "elevator" speech for board to share budget spends. New GL codes will make budget reporting easier. Allocations are project focused.

## **New Business**

### *Gunnison Chamber Discussion*

- Johnson: chamber will advertise locally for ED position. Crested Butte and Gunnison Chambers will NOT combine in 2016. Tammy Scott's official last day Dec 31<sup>st</sup>.
- Johnson: vacation guide has good first draft. Lots of pictures, guide/stories, less ads.

### *Archery Competition/Outerbike/Warren Miller/Board Seats*

- Johnson: 3D Archery Tournament is waiting on CBMR to send contract.
- Clarkson: Does not have Outerbike update.
- Clarkson: CBMR signed agreement with Warren Miller and is working on detailed shoot timeline.
  - o Miller will arrive before FBW and stay late.
  - o Miller will work with MSP and use their equipment.
- Stone: sent his application to LMD and will reapply for board seat.
- Williams: Will reapply. Suggested Susan at Tomichi Cycles as well.
  - o Ideal candidate is female, Gunnison resident/business owner.
  - o County appointment will be advertised either way. Deadline Jan 15. Term will begin in February. Current board will have say in new candidate selection.

### *CBMR and TA Los Angeles Promotions*

- Clarkson: CBMR placed billboards on way to San Bernadino Mts.
- Runcie: Social Media in LA includes "Almost Famous" campaign and "Never-Never Land" series.
  - o Mary Boddington local snowboarder featured and Tom Runcie free skier.
  - o Gary Pierson episode to debut and will feature Gunnison as "cool college town".
  - o Steven Murray also upcoming and will include archival MSP footage.

### *Summer and Winter Strategy Discussion*

- Moffett: we are having a tough time spending the increased winter budget allocation effectively. We need to do this before we consider allocating even more money.
- Giesselman: we need to stay the course. We don't have enough data to put more \$ in winter.
  - o We need to spend money on sports/activities v. season.
- Johnson: we need to think about side seasons because they're important for business owners.
- Stone – are we sacrificing other industries with the mtb strategy?
  - o Are we neglecting "touring tourist"?
- Norton: summer focus must be purpose driven visitor—MTB, anglers, wildflower seeker.
  - o It's not the kayaker/rafter because we don't have the product.
  - o Norton to meet Reaman regarding over-crowding in summer + winter needs.
- Stone: what kind of things could the TA get behind to support CBMR?
  - o Allocate funds to improve product, marketing?

- Admissions tax to be rewritten and fund airline guarantee.

*Winter Strategy Discussion cont.*

- Clarkson: did the pass increase turn people off this season? The pass increased +\$30 in last 2 years.
  - o CBMR revenue is up. Units sold, down slightly by 5% or so. Local pass purchases have dropped.
- Stone: CBMR could offer buddy tickets throughout the year—this season 4 passes with peak pass automatically, 6 with peak pass plus.
- Clarkson: attended Warren Miller ski show in Los Angeles. Consumers had lots of CBMR brand knowledge. Good amount knew of direct flight.

*SUP Update*

- Clarkson: industry contact strongly recommends whitewater SUP competition as part of event.
  - o Waterpark and possibly lower Taylor as venues.
  - o CFM in August works.
  - o Event should attract pro and amateur SUP boarders.
  - o Event should include sprint races, team races—mesa good spot for this.
  - o We should hire event organizer.

Adjournment—10:10am

January BOD Monthly Meeting on 1/14 at 7:30AM, Crested Butte Chamber