



Monthly Meeting of the GCBTA Board of Directors
January 14, 2016

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

Meeting was called to order at 7:34AM

MOTION

Giesselman moved to approve Meeting Minutes from December; Stone seconded. Directors unanimously approved the minutes from the December 2015 meeting.

Exec Director's Report:

DestiMetrics:

Norton reported that the DestiMetrics report for the winter months is looking weak compared to the strong growth of the summer months. Occupancy is down. December ended up okay, but January and February are not pacing well at this point in the season.

GCBR conversions have gone from 7% after the Cyber Monday promo to 20% today. Offers are better such as \$99 RT air offer. GCBR staffing is better. New GCBR agent hired to keep pace with calls. Next year we will be marketing to our database of past guests from this year.

The board discussed the strong airline load factors in December with the weak occupancies. There was discussion of whether increasing December air capacity would improve occupancy in the valley. Williams asked what the impact of virtually "full" airplanes would have on occupancy. If filling the planes won't fill the hotels to capacity, what do we do about that.

Self-Assessment - Management Exercise

Norton introduced the results of the self-assessment conducted among the board and staff. The only possible direction to go after our first year is down so we're now in a "defensive" position. We need to keep the momentum going and continue to protect our current position. Next year we'll do the assessment again. We've already shown tremendous growth from where the old TA was in December of 2014.

Denver Boat Show

As a Blue Mesa promotion effort, the TA sent a team to the Denver Boat Show. Coupons for free admission all season to Blue Mesa were distributed, approximately 850 total. Many people at the show had never been to Blue Mesa. When asked why, the feedback was that their impression of Gunnison is that "it's cold, far away, and kind of a cow town." Chatfield Reservoir is overcrowded to the point of directional boating! What we have to offer boaters is amazing, remote yet easy to get to, uncrowded.

Vacation Guide

Lure Piece is coming along but needs to have a refresher for photography and imaging. Hay rides and old people are not going to lure guests. Neither is a SUP paddler in a full wetsuit wearing a jacket on an overcast day.

SUP event

CB SUP - Brandon hasn't been very responsive. Clarkson will reconnect with Todd Bradley of C4 Waterman (Western '83)

Fat Bike Worlds

Looks to have 180-200 people registered at \$99, less some coupon codes. John, Kurt and Rocky will ride as a team. MTBR.com just did a full preview of the race. Lez Zeppelin - will be finished by 4:30 pm. Move CB Unplugged to 4:00 pm?

The board discussed having Rebecca coordinate a county-wide events calendar that people will actually check before scheduling events to ensure overlap is reduced. This could help prevent issues with double booking. The Center for the Arts will need to be invited to participate.

Stone requested a Vocus Report detailing media coverage for the event after it is over.

Airport Guest Recovery Program

Cards have been issued - 3 redemptions so far (McDonalds, Liquor Store, etc.).

Western Buy Down Program

2 on package, others on \$99 RT program b/c it was a better offer in some cases.

Guest Service Xperience

Managing for Results - Sessions could be better, more energetic and start on time. The board would like to discuss at a future board meeting how to do the Guest Xperience in a way that makes sense for the valley. How do we effectively do a restart?

One idea proposed was to go through a full RFP process. Ultimately the board suggested looking into doing a town-wide Secret Shopper program. Clarkson will get the info from Crystal at Okemo.

President's Report

Moffett met with Roland Mason of CB Town Council - New chair of RTA. GCBTA is not as understood among local politicians and key influencers as we might think.

Confidentiality and Conflicts of Interest policies

Confidentiality and Conflict of Interest Disclosure Agreement distributed for board signatures. Kurt explained that our conflict of interest policy is designed to require disclosure and transparency rather than exclude people from meetings.

Winter Marketing Spend and Plan Review

Runcie gave the board a brief overview of the report issued to board members and lodging partners. In addition to the plans discussed earlier in the year, the staff added an additional promotion with ski.com that bundled some of the left over promotion dollars from Expedia with some of the reserve funds.

GCBR Update

Almont Resort is lead revenue property in the south valley. EconoLodge is leading the entire valley with volume of bookings.

On a volume basis:

- 65% south valley, 35% north valley
- 35% south valley, 35% north valley.

Gunnison Chamber

Johnson updated that the board of the Chamber hired Admin Assistant and the process for new ED is underway. Looking to set up interviews very soon.

3D Archery

Clarkson and Johnson reported that the contract should be signed soon. The previous legal guy from Reinhart is now out and the new person is seemingly better to work with. Johnson also mentioned that the archery club in the valley hosts a monthly indoor shoot on the first Sunday of each month. Runcie asked about adding that to the TA calendar.

MOTION

Stone moved to have Clarkson serve on LMD board for the appointment process to replace two board members. Giesselman seconded

Warren Miller

Will feature Wendy Fisher and Aaron Blunck. Runcie asked if additional fat bike Athletes were needed and suggested Eliot Rosenberg or Zach Guy. Giesselman suggested a Pivot athlete could be a good one as well.

Outerbike - Fat Bike Worlds demo

The board suggested "FatterBike" would be a good fit for the valley and we should consider pursuing a larger fat bike demo event.

Corporate Promotion

Stone discussed an opportunity he is pursuing for a corporate program that will allow us to put an air buydown offer out to employees of large corporations in key flight markets.

Next Meeting - Thursday, Feb. 11 at Western

Meeting Adjourned at 9:10 AM