

Gunnison-Crested Butte Tourism Association

July 2015 Board Meeting Minutes

Present: Jeff Moffett, Ken Stone, Kurt Giesselman, Ryan Johnson, Scott Clarkson

Staff: John Norton, Laurel Runcie

Guests: Russ Forrest, Gunnison County, One Valley Prosperity Project,
Jane Chaney

Absent: Brian Barker, Wynn Williams, Rebecca Filice

Meeting called to order at 7:32 AM.

One Valley Prosperity Project update - Russ Forrest

Overview of project, outline for future growth

Development of Values

Economic Prosperity - nuanced

- .. Safe & Caring
- .. Engaged Community
- .. Connect with Nature
- .. Learning Community
- .. Simple Life
- .. Healthy Lifestyle
- .. Family Friendly

25% of jobs are in Government & Tourism/Hospitality

(Includes Higher Education)

Not necessarily a good mix as incomes are lower

Economic sectors - Losing ground in terms of other communities in this area. Not excelling in any one area.

Explored 'Vacation Neutrality' and VRBO impacts on local economy and income in discussion.

High Potential Industries

- .. Education
- .. Healthcare
- .. Construction
- .. Tourism
- .. Information
- .. Professional Services

Tourism/Hospitality

When occupancy and visitation increase, the tourism economy follows, as do wages and quality of life and overall prosperity. Busy is good. Also, location-neutral jobs tend to follow tourism. Attract folks here on a vacation and they might choose to move here.

Norton: 'Strong Economy' does not equal 'Bad Place to Live' - This is a false dichotomy but it is a prevalent perception

These minutes are organized conceptually, not chronologically.

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Better City Recommendations

- .. Innovation/ICE
- .. High Altitude Training Center
- .. Medical Related Tourism
- .. Indoor Recreation Facility
- .. High Quality Commercial Park
- .. Gunnison Main Street Renaissance
- .. Support for Ski Area Expansion (Teo II) - Already Occuring

Potential

- .. Input from public input
- .. Broadband use/Use of WAPA Lines (coordinated project)
- .. Housing & Transportation
- .. Airport Master Plan/Air Service Growth Strategy
- .. More predictable development review process (ongoing)
- .. Leadership Development

Stone: Job creation can be focused around air service and Econ Dev surrounding the airport itself
Build on young businesses like ROMP skis, Matchstick Productions
How do we support these businesses that are part of the local brand?

Director's Update:

Blue Mesa postcards are out at front range boat dealers

Projections from DestiMetrics for June are up relative to competitive set
Growler and Bike Week were up significantly, helping early summer

Central Reservations

100% of Mt. CB properties will participate
2/3 of CB properties, maybe all will participate
Gunnison is the wild card

United Airlines - Houston Summer Service

Tracking 65 to 70% load factor
More seats to sell
Going after Dual Income No Kids is the next target to try to fill it up

Bike Counters

Bike/game counters are being installed to get an idea of trail traffic
Entrances to Hartman Rocks
Locations:

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- .. Teocalli
- .. Doctor Park
- .. Lower Cement Creek
- .. Lupine

TrailForecast- Joel Gratz

TA is sponsoring Joel Gratz of OpenSnow.com and TrailForecast.com weather reports for summer

PR - Mountain Biking & Cycling

Rebecca has been developing relationships and hosting media from:

- .. Dirt Rag
- .. Velo News
- .. Denver Post

Website - Laurel

- .. Up 44% in organic search
 - .. Sessions up 18%
- Page views and blog page reads are up

Enduro World Series

July 31 to Aug 2

Welcome Reception at John & Robin Norton's home on Tuesday, July 28 at 7:00 pm (RSVP by July 21)

Los Angeles air service

More destination tourists source from LAX than from any other airport in the country
Alaska Airlines service will be 2300 seats, twice weekly (Weds, Sat)
Dec. 26 to March 26

Brief discussion of the Gunnison Getaway as a GCBTA program that is only available through the CenRes

Special Budget Meeting

Has been slated for Tuesday, August 25 from 10:00 AM to 12:30 PM
GL Codes
Business Support

DestiMetrics

We need to be looking at other destinations that were considered

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The destination drive market is different than fly. The guest will drive only as far as they need to to get to good snow. Eg. Texas panhandle or Oklahoma will consider Angel Fire NM, etc.

Segment drive comp set from fly comp set

MOTION to Approve June 18 meeting minutes

Moved by

Giesselman

Seconded by Stone

Unanimously approved

New Business

Discussion of Information Funnel

Brand USA -> CTO -> GCBTA/DMO -> Individual Member Businesses

Satisfaction is very low from our experiences

Social media pay to plays are very low yielding

Independent efforts are far more effective - much better options

CTO needs some reform and new thinking

Nothing has changed in 10 years

Brand message is off

Clarkson to consider writing a letter to Al White

Redemption of Evolution Bike Park tickets

Check redemption factor or throughput for Evolution Bike Park tickets awarded to those downloading the CBG Trails app at the Primal and Denver Bike Shows

Meeting adjourned at 9:35 AM.