

Gunnison-Crested Butte Tourism Association

June 2015 Board Meeting Minutes

Present: Jeff Moffett, Kurt Giesselman, Ken Stone, Brian Barker, Scott Clarkson, Ryan Johnson, Wynn Williams (by phone)

Staff: John Norton, Laurel Runcie

Absent: Rebecca Filice

Meeting called to order at 7:38 AM

Approval of May Minutes

MOTION

To accept May minutes by Giesselman with the corrected spelling of "Kiwanis"

Johnson seconded

Motion passed unanimously

Director's report - Hits & Misses

Hits:

Hill Aevium of Vail hired as media agency to help define where placements are most effective.

Has taken a good look at what we need to do and has worked smartly and quickly to articulate a plan. We should retain Linda Hill for as long as it makes sense to.

Mountain Bike Map backdrop- it has been a huge success everywhere we take the map.

IAH Summer Air Service - TA has worked hard the last month with Media Spade and internal database emarketing to run a program to help Houston flights. Pace of sales is staying up high.

CenRes with CBMR: John shared Example of Airport Accommodations - www.Apaglobal.com from Denver. We should use this as a compass for where we want to go as a Valley. We need to do a better job of owning the customer/guest experience. When someone calls a property, and there's no availability, that property (or some entity) should know where there is availability. Hot referral.

Enough properties are 'in' to be able to feel this will be a success. More work will need to be done in Gunnison to bring on more properties. Concerns and questions that have been shared by Jen Bickford at Three Rivers Resort all have reasonable answers. The board discussed the structure of how CenRes will work

Need to reach out to Pam Williams at Island Acres Resort - to start a lodging based faction of the Chamber. Johnson suggested that involving Jake Callicut would be a prudent decision.

Press FAMs: Rebecca's "sales" approach to PR is starting to work and bring journalists here.

Signage: Dollars available for signage thru Colorado Parks & Wildlife. Tom Morrissey (heads Trails for Colorado P&W) will review and critique in advance of application. Phil Chamberland will help with signage funding for Moto Trails.

These minutes are organized conceptually, not chronologically.

Gunnison-Crested Butte Tourism Association

June 2015 Board Meeting Minutes

Governors Conference - September 13 is arrival day for this event. We are hosting the opening reception at Ten Peaks site at CBMR. The day before (September 12) is Chili & Beer Festival. Will invite conference attendees to come early.

Relations with Town of Mt. CB are in good shape. Mayor Dave Clayton is very supportive of CenRes effort.

Misses

Events/Shows:

May 24 - Growler Event - good place to be, but too much time spent there

May 30 - Denver Post Adventure Travel Show - not a good show, wrong audience/market

April 24 - Primal Denver Bike at Convention Center - was a hit in terms of correct audience, but not well attended.

Photography: Need good photos for Gunnison

Blue Mesa: The Blue Mesa Boat promotion is stop/start. It is teed up for next year. The fulfillment is challenging.

Signage for 3 panel kiosks - RoShamBo has done a great job with a cartoon approach that captures the warm, friendly, laid back spirit of this Valley, but it took longer than we had hoped to get to this point.

Nordic Proposal

John presented the proposal from Crested Butte Nordic Council for marketing support.

The board requested that John have a conversation with CB Nordic about the importance of collaboration and community-building in the valley because CB Nordic skiing has formed a 501 c3 called 'Silent Tracks' which is anti motor, anti Fat Bike on Nordic trails.

Giesselman - We need to step up to larger events in the Valley, embrace them and ask what we can do to help, financially, promotionally, etc. We need to be proactive and take arrows out of the quiver. How do we move the silent majority to coming out as positive on TA issues.

Stone: Our local PR effort is really taking the time to communicate and step up interaction.

Gunnison Nordic - headed by JoEllen has been asked what the TA can do to help. We are still waiting for a response from her.

MOTION

Moved that the TA fund prize monies up to \$5,000 in support of the Alley Loop Nordic Marathon event put on by CB Nordic Event Marketing

Seconded by Clarkson

Unanimously approved

MOTION

Moved that the GCBTA fund prize monies up to \$5,000 in support of the Grand Traverse Run & Bike event in September being put on by CB Nordic Event Marketing

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June 2015 Board Meeting Minutes

Second by Barker

Unanimously approved.

MOTION

Johnson moved that the GCBTA provide up to \$14,000 to support Image and Video Creation and out of Valley Marketing

Seconded by Giesselman

Unanimously approved

Cattlemen's Days

Polly Oberosler led the outreach from Cattlemen's Days to the Tourism Association

Goal for Cattlemen's Days - get 500 people from North end of Valley in the stands at Tough Enough to Wear Pink Rodeo for Friday and Saturday. TA is running an ad in the CB News. If we grow the rodeo bigger and better, people will book earlier driving higher ADR.

Presidents Update - Moffett

Data Analytics need to drive our decision making by using cohort analysis provided to CBMR by IXI.

Finance Committee - Giesselman

Audit appears to be above board. There are no issues that need to be addressed legally.

Destimetrics and Reporting

Norton: We will report 2x per year to LMD, 'Winter' and 'Summer'

Winter: Defined as November 1 through April 30

Summer: Defined as May 1 through October 31

This aligns with the Destimetrics reporting schedule as well

New Business

Futtermedia (Josh Futterman) is working as a contractor to help with the IAH flight.

Tuesday, June 23 - County Commissioners Report - sometime between 1:00 pm and 4:00 pm

Be present if possible to support

Western State promotion

Student flies free in January with paying Adult (on MRG flights)
from LAX, DFW, ORD, IAH

TA to provide buy down dollars to fund this

Look at \$10,000 (25 students at \$400)

Scale from there.

New Director of Recruitment at WSCU

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June 2015 Board Meeting Minutes

Outreach to prospective students

Difficult to project demand at this point.

Stand Up Paddleboarding event - August 2016. Clarkson is leading the effort to collaborate with companies to have a SUP event on the Mesa at the end of the summer.

Stone: How do we work together for new group opportunities

Next Meeting

Thursday, July 9 in CB

Meeting adjourned