



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

Directors in Attendance: Kurt Giesselmen, Jeff Moffett, Scott Clarkson, Ken Stone  
By Phone: Wynn Williams, Brian Barker, Ryan Johnson  
Staff: John Norton, Laurel Runcie, Rebecca Filice  
Presenters: Mary Burt, Molly Eldridge

7:35AM—Call to Order

**Motion**

1<sup>st</sup> Giesselman moved to approve August 13, 2015 Meeting Minutes.

2<sup>nd</sup> Stone

Unanimous Approval

***Gunnison-Crested Butte Air Alliance*** – Presenters Molly Eldridge, Mary Burt

*GCBAA Mission*

- Maintain and manage a long term, energy efficient public ground transportation system.
- Work with the airlines to maintain and grow air service to and from the Gunnison-Crested Butte Regional Airport.
  - o GCBAA non-profit organization (RTA is a tax entity funded by sales tax).

*Ballot Initiative*

- (5A) to sustain valley's transportation, maintain/improve relationships with airlines
  - o (Mailed October 13, 2015 to *special tax district*—excluding Marble, Pitkin, Ohio City)
- Tax leveling - 1% district-wide
- Ridership has increased from 48k – 118k since 2011
  - o Western students (35% of riders), employees, skiers—important to success of GG.

*Discussion:*

Norton - Asked what Gunnison businesses/community felt towards the airport/air program. Commented that visitor flights impact the economy, not local fares/riders.

Mary Burt—Some businesses are feeling tapped out in terms of giving and supporting. GCBAA initiative supports tourism and workers.

*Ways to Monitor Program/Assess Economic Impact:*

- Give visitors at airport \$2000 in \$2 bills to spend as tips throughout the valley.
- Look at second and third dollar spend by CBMR and hospitality-employed residents of Gunnison. This is another economic tie back to the air program.

## **Directors Report - Norton**

### *Gunnison Getaway*

- Letter sent to participating properties about Cen Rez and changes to GG program.
- Some properties still on fence—feel 18% commission too steep.
- Digital and social marketing to commence mid-October

### *Travel Brochure*

- Gunnison Chamber led initiative.
- Chris Dickey won bid to *design/publish* planner.
- TA to assist with images, calendar of events, offer advice when asked to.

### *Disaster Recovery, Emergency Management*

- Mountain Travel Symposium—Mayor Huckstep and Norton discussed with symposium disaster plans—i.e. Forest Fire, mass casualty incident etc.
- Norton noted EWS tragedy—EWS was not prepared to handle situation, did not have spokesperson.
- GCB must prepare for such an emergency—ongoing discussion.

## **Presidents Report – Moffett**

### *Valley Cen Rez (Gunnison-Crested Butte Reservations)*

- Some properties opposing 18% commission—may be deal breaker for some.
- Reaffirm that separating up and down valley lodging #s per season is not realistic.
  - o Economies too interconnected
- Review of Strategic Business Plan for the Year

### **Budget—Review of Budget Draft—Giesselman**

- TA's Role – Event Funding
  - o Is the TA a grant funding organization? Should the TA market events for organizations seeking assistance?

## **MOTION**

1<sup>st</sup> Giesselman to accept draft budget. Present this budget to LMD.

2<sup>nd</sup> Clarkson

Unanimous Approval

## **Destimetrics—Moffett**

- Budget 2016
- Recap of summer 2015 efforts

- Biannual recap of winter marketing efforts 2014-2015 and 2015-2016 Meaningful summary on guest service benchmarking and improvement
- Occupancy grew 4%, GCB #6 of 18 valleys in growth per occupancy
  - o Average growth was zero.
- Occupancy was 54%, GCB #7 of 18.
  - o July GCB was #3 of 18 in occupancy.

### **Summer Air Program/Air Report**

- IAH performance, number booked, where from, where stayed—Clarkson to report
- Seats Sold—Moffett
- 160 ORD United
- 230 LAX Alaska
- DEN
  - o 754 seats, up from 1,268 two years ago.
    - Stone: Overall LF is flat at 10%. Expect sales to rise as more spring flights are loaded. We face the greatest risk of losing some of the capacity because we do not revenue guarantee the service. Thus we need to promote this service as if we did revenue guarantee it to avoid capacity reduction. Perhaps we'll never put as much buy-down into the program, but we need to feature it aggressively nevertheless.
- DFW American
- IAH United
  - o American numbers not reported. Moffett will provide.

### ***Cancellation/Delay Package***

- Rack Card Proposal
- Travelers receive \$25 voucher for use at local restaurants/lodges.

### **2016 Events**

#### ***Ice Fishing Tournament***

Jason Carmichael - Western Athletic Director proposed an ice fishing tournament slated for the first weekend in February.

#### ***SUP Regatta - August 26-28***

Clarkson to speak again with Todd Bradley who will help produce this event.

### **NEW BUSINESS**

#### ***CTO Filming***

Mountain Bike commercial filmed yesterday CTO - Vital Films of Carbondale and Altitude drone crew filmed in 4K Lower Loop into town, Lupine Trail Ended on Ridge Trail. Sunset shoot in Gunnison and Hartman Rocks.

#### ***Admin***

Staff to purchase new speaker phone for conference call purposes.

*Governor's Conference on Tourism at CBMR September 13-15*

- TA Board of Directors and Staff invited to attend.

ADJOURN 9:25AM —Moffett

October Monthly Meeting—10/22/2015 7:30am at WSCU