



GCBTA BOARD of Directors
Thursday, March 12, 2015
Crested Butte Chamber of Commerce

Attendees: Jeff Moffett, Kurt Giesselman, Scott Clarkson, Ken Stone, Ryan Johnson, Brian Barker

By Phone: Wynn Williams

Staff: John Norton, Laurel Runcie, Rebecca Filice

7:35 AM Call to Order the Monthly GCBTA Board Meeting

7:40AM Motion For Executive Session

Giesselman motioned for an Executive Session: Clarkson seconded

All were in favor

Motion to come out of Executive Session asked by Moffett

New Business:

John Norton: launch of Juicy Trails' app is slated for April 22

April 25 is the Bike Expo in Denver at the Convention Center

GCBTA and Western to share a presence at the show

Laurel Runcie: Mountain biking micro-site will be designed and implemented by RA Burrell of Tourism Intelligence Group

Rebecca Filice: has agreed to take on the PR role in addition to Social Media

Mountain Biking - will have Mountain Bike guides to help media and visitors explore our Valley's trails

(Ken Stone: PR direction is to be creative. That's what it takes to break through today. Share successes. Be open and honest on successes and failures).

Old Business:

Q1 Finance:

Kurt Giesselman asked about Bookkeeping

Hegeman and Drewnowski will handle accounting for GCBTA

Colleen Hegeman will oversee the accounts, post audit

Ken Stone: Suggested Primary and Secondary signatures authority be assigned to Stone and Williams

(Jeff Moffett recap of finances: Q1 \$300,000; Q2 \$450,000)

TA has spent \$200,000 so far:

- \$15,000 on media spade

- \$50,000 contract with Denver Post

- \$40,000 Juicy Trails' app development

(Plus storage, office equipment, staff wages, etc.)



- Asking for \$55,000 Grant from Town of Mt. Crested Butte on Tuesday to include \$25,000 for MTB signage in Mt. CB sign region. (401, 403, Deer Creek, etc.)

(Budget and plan is more focused, while it seems spending plans have escalated. We're on target and making a difference).

"Companion Fare" and "Lift Ticket to Fly" promotion (Ken Stone):

- We will hit the numbers on the "Lift Ticket to Fly" promotion
- Anecdotal evidence shows revenue back, admissions tax

(We need to learn of the first time guests, are they first time to CBV or first time to the Gunnison Valley. A few questions will be posed to Jenni Garr in CB Travel to clarify the metrics).

Airline Guarantees:

- 328 passengers flew on this promotion
- American 290 or 88%
- United 38 pax or 12%

(328 x \$410 avg fare is \$134,480 against the MRG payout)

- 159 tickets at \$99 (buy down) or 48%
- 169 tickets at Reg Fare was 52%
- 32 reservations with Lodging for \$42,726 in revenue
- 66% are new visitors according to The Nordic Inn
- \$5,768 in tax generated on the \$42K at 13.5%

(\$379 was average ticket. Bought down by \$210 to achieve \$169 avg. for the \$99 fare promotion).

(The biggest success was achieving the goal of filling airline seats from March 20 forward. This promotion yielded an additional 400 March passengers and 100 April passengers. (Ken Stone): Bookings were up at West Wall lodge, a property with 90% fly-in guests. This means guests were reactive to the promotion).

Q2:

- Retreat is facilitated
- Jack Rabbit Direct: mediocre booking engine that we're stuck with for the foreseeable future due to the program being 'free' to the property
- Destimetrics: data from airlines, tax revenues, etc. (Moffet: It may be in the TA's best interest to hire an analyst to compile and interpret all relevant metrics on an ongoing basis. It would be beneficial to provide a data-based narrative to community officials regarding our performance overall rather than quarterly data dumps).



(We need a plan for the \$1,400,000 spend. Not all spending will be even in each quarter b/c the launch phase quarter of the mountain bike program in 2016 will be where the heavy lifting (spend) occurs).

Audit:

- Purpose is to set the stage for proper accounting methods in the future.
- Denver Post spend was ad taxi for digital spend with associated sites. This was not a newspaper spend. The problem was that there was nothing on the GCBTA site to track incoming traffic generated by the spend.
- Pam Montgomery of Gunnison Community Fund has financial processes for 501(c) (3) entities in place.

New Business:

- Hartman Rocks is on board with kiosks at trailheads on BLM lands
- Signage will be tied to Juicy Trails' maps and apps
- Enhance the user experience includes directional signage that protects ranch lands

Norton: "We're beginning to market the 2016 mountain biking season in 2015."

- Need to tie Fat Bikes to Nordic Center. Need permissions, protocols. Also need to tie a retailer to Nordic for rental. Simply need more Fat Bike rental operations.

Motion

Kurt Giesselman motioned that the Exec Dir have an executive spending cap of \$100,000 without board approval through June 30 (end of Q2)

All in favor

Discussion of contracts that exceed \$100,000 requiring County approval

Guest Service discussions:

- Are there truly guest service problems
- Where are they
- Do they stem from something systemic
- Are we prepared to ramp up
- We should expect the 20% growth and get in line behind it

(Housing shortage has created some real challenges. Seasonal employees have been shifted from CB to - Gunnison, requiring lengthy commutes. This translates into poor performance in the workplace, fewer hours to plan, order product and deliver good service)

(Follow up - Jeff to meet with Marv Weidner. Question: Is Marv/Managing Results the best for this task? Or is this simply convenient?)

Warren Miller Film 2016

Clarkson proposed a partnership to explore a segment in the Warren Miller 2016 film. Shoot a mountain bike/fat bike segment in Crested Butte, possibly include events like Alley Loop, Big Air on Elk, on-



mountain fat bike slalom on Warming House Hill.

Western State Colorado

Stone proposed a buy down program for prospective students and/or high school guidance counselors. Use TA funds to buy down 50 plane tickets to drive some exposure for Western, while filling some empty plane seats in January. "Students Fly Free". This demonstrates access to the region to the parent as a bonus.

MBT Trail System: Potential Sponsors

- Trek
- Specialized
- Pivot
- Scott
- Nature Valley

9:40am Meeting Adjourned

Next meeting: Thursday, April 9 7:30 AM

Location in Gunnison at Western.