

TA Board Meeting  
April 5, 2018  
Gunnison County Courthouse  
Call-in: (641) 715-3580; 835905#



**Directors in Attendance:** Scott Clarkson, Jennifer Barvitski, Gary Pierson, Wynn Williams  
**Staff:** John Norton, Laurel Runcie, Daniel Kreykes, Jeff Moffett, Andrew Sandstrom  
**On Phone:** Ryan Johnson  
**Public:** None

Scott Clarkson calls the meeting to order at 7:34 AM.

#### **Approval of March Minutes**

Gary moves to approve the March Minutes. Wynn seconds the motion. Minutes approved.

#### **Public's Comments**

None

#### **Lodging Meeting Recap/Follow Up**

Meeting next Thursday 4/12 with South valley lodging. Russ Forest will be the facilitator. We hope to continue to strengthen our relationship with the lodgers.

#### **Lodging Sales Tax Collections. 2017 v 2014**

Can't see in DMX, but Gunnison County tax collections show that Gunnison has gone up 35% in summer and 46% in winter. Crested Butte is up 48% in summer and 74% in winter this larger increase likely has a lot to do with STR. Mt. Crested Butte is up 35% in summer and 38% in winter.

#### **Executive Session**

Scott entertains a motion to start executive session to discuss grant allocations. Wynn moves to start executive session. Jennifer seconds.

Meeting adjourned for Executive Session at 7:39 AM.

Regular Meeting brought back into session at 8:12 AM.

## **Grant Allocations**

Gary moves to support the committee recommendations for Grant allocations as proposed. Jennifer seconds. Board votes to approve unanimously.

## **Trails**

We hope to garner more support for trails around the valley.

John met with Gary and Western, Lefebvre's and the Dive, and Heidi Sherratt with Tough Enough to Wear Pink to discuss trails. All seemed to be on board with the trails message.

Bentonville MTB Report/Laurel

IMBA Uprising event which was a women's mountain bike convention in Bentonville Arkansas. The Walton Foundation has invested 74 million on cycling infrastructure in the last 10 years. They have built 163 miles of purpose-built MTB trails, not like our trails. Attendees were from all over the Midwest. They were there to learn about how to build trails coalitions and develop their own local trail systems. This is good for us because it will drive tourism. We are a mountain bike destination and if other communities create more bikers, we are set to gain from this. We need to stay the course of promoting our trails. The whole community in Bentonville is on board and we want to learn from them to rally our community.

How can we get this message in front of the community? STOR presentation. Send information to lodgers etc. Health and Wellness group in the valley would be good to get in front of. How do we also talk about trails instead of just biking?

## **Outerbike**

Scott had a call with Ashley from Western Spirits Cycling. They discussed the possibility of a public lands conference before Outerbike. Ashley has been in touch with Senator Bennet and Representative Tipton. IMBA is on board. 35-50 people would be success. Wednesday August 15-16 conference then into demo of Outerbike. Target audience would be bike company execs and politicians to discuss how the bike community can unify under one voice. Ashley wants to expand the footprint of the demo area. She also asked CBMR to run the Red Lady until 7pm on the Saturday for the vendors to get to ride as well. Plan to get a call together with TA and CBMR and Ashley. Another hope is to get other activations in the base area. Seems that most of the people are tired and quiet at night. How do we get them to go spend money in towns? Possibly the Public House for an event etc.

## **PR Report**

After adjusting for the murder case that is ongoing in Gunnison, all areas went up significantly with the exception of print presence. Ad value up 27%, unique page views per month up 22%, and reach down 47%. Two press trips are happening this coming weekend, Purple Orange and Backpacker will be in town. More to come from this after the trip.

## **Budget Update**

We no longer have a quorum, because Gary and Ryan had to leave. We will have to vote on this next meeting.

## **GDPR**

European Union regulations about the privacy of EU citizens. We are very low risk but want to be on top of it. It is not just EU citizens, it is anyone living in the EU. Plan is to delete old records after January 2015 when the new TA started. Send an email to all addresses after January 2015, if they don't re-opt in they will be deleted. The form and the system will send them a second confirmation of opt in. We need to vote on this at the next meeting ahead of the May 25 deadline for this. Facebook custom audiences need to be built from the new lists to stay compliant. A lot could change with the allegations against FB right now.

## **Air Update**

RTA retreat was last Friday. We filled the Denver seats, will ask for a 3<sup>rd</sup> Saturday flight next winter. Dallas will be WELL over cap, so likely will be a larger cap next year. Buy downs or no buy downs? 11 years of buydown, total seats are not affected by the amount spent on buydowns. Survey from airfare club showed those that had the outbound buydown were primarily for leisure travel, not business.

## **Good Strategy/Bad Strategy Book Distribution**

If everyone can read prior to our strategy retreat.

## **Other/New Business**

Wynn discussed the fact that Kim Schappert who started Rim Tours in Moab just moved to town. She is a huge resource in mountain biking. Could be good to get involved somehow.

## **Close**

9:28 AM