



**Directors in Attendance:** Kurt Giesselman, Ken Stone, Tyler Newman, Gary Pierson, Ryan Johnson

**Staff:** John Norton, Laurel Runcie, Daniel Kreykes, Andrew Sandstrom

**On Phone:** Wynn Williams, Jeff Moffett, Scott Clarkson

**Public:** Anthony Popponi

**Start time:** 7:35

### **President's Update Kurt Giesselman**

-We have a quorum.

-Approval of March Minutes.

### **16/17 Winter Recap**

**Summary:** We increased occupancy more than any other Mountain Valley in the 18 valley Destimetrics set. ADR is decreasing. The TA primarily focused on Chicago and LA for air. We were able to grow Alaska in LA. Chicago grew but most likely at the expense of Denver. We focused our marketing on brand building as an expert ski area and saw increased drive market traffic.

**Discussion:** How do we start to drive up ADR? How do we get enough cash flow going so that properties can begin to upgrade? How did our brand building change bookings? How is the massive presence of VRBO changing our ADRs?

**Follow up:** Look into ways to educate properties to continue to build occupancy on down times and grow ADR during busy times. Wait on flight pricing from Alaska and American before we develop our flight marketing plan for winter 2017/2018. Look into data on VRBO so that we can begin to get a grasp on impact.

## **Request for funding proposal: Biery/Witt Center**

**Summary:** Asking for \$100,000 per year starting in January 2018. This money will indefinitely pay the annual salary for a National Sales Manager.

**Discussion:** There is great need for conference space in the valley so that we can support larger groups. The resort is already out pushing conference sales. Will the project even get off the ground? How long would the TA be expected to pay this salary?

**Follow up:** John to follow up and explain that we cannot make this commitment. Once the building gets up and running, we can reevaluate and possibly commit marketing dollars to the efforts.

## **Summer Destimetrics**

**Summary:** April occupancy more than doubled, and May also doubled, (total of summer up 64% on room nights). Each of those months ADR is going down. July is up 17% in bookings and down 16% ADR. We are becoming more of a regional drive market than an air destination market.

**Discussion:** How are ADR's going down during our busiest summer season? With Occupancy going up so much, shouldn't we be able to start driving rates? Could the shift towards more of a drive market be drawing in more deal savvy customers?

**Follow-up:** Just like in winter, try to educate properties about driving rate up during busy times, and fill need periods with lower rates.

## **Summer Air**

**Summary:** Both Houston and Denver are down. Last few summers air could do no wrong.

**Discussion:** How can we better market summer air? Would more air in July increase occupancies?

**Follow up:** Air may bring more affluent visitors to the valley, but likely would not increase occupancy. Bring a summer air marketing plan to the table next meeting.

## **Summer Marketing**

**Summary:** Primary goal is to brand build through content based marketing. Outerbike already has 70 registrations.

**Discussion:** Brand building through content will drive more bookings though it is harder to measure via GCBR bookings. We will need to rely on lodging tax collection data and Destimetrics.

**Follow Up:** Cross CBV and GCBR bookings to better track Outerbike. Bring air marketing plan, will primarily focus on Houston, through TGR, TrailQuest, and social.

## **Other Business**

-Trying to get Quality Inn on board with Destimetrics so that Gunnison data can be viewed separate from the valley.

-Aspen/KSL Acquisition will not affect the SuperPass for 17/18 but we need to be on top of this for 18/19 as things will likely change.

**Adjourned 8:55 AM.**