



Monthly Meeting of the GCBTA Board of Directors
April 21, 2016 at Western

Directors in Attendance: Kurt Giesselman, Ryan Johnson, Scott Clarkson, Jeff Moffett, Ken Stone, Gary Pierson

By Phone: Leia Morrison

Staff: John Norton, Daniel Kreykes, Rebecca Filice

Call to Order—7:35AM

Adjustment to March Minutes: Keystone Group is not part of the Gunnison Rising discussion.

- Omitted from March Minutes

Motion to Approve March Minutes

1st Giesselman

2nd Johnson

Unanimous Approval

Director's Report—Norton

Destimetrics

- Winter: growth, ADR, occupancy is dismal.
- Gunnison-Crested Butte will most likely be last in April.
- GCB in top half of growth again for summer.

Guest Service Training

- Gunnison-Crested Butte Cen Rez Partners are not interested in guest service training.
- Monarch will sell lift tickets through Cen Rez—lodging will be part of package.
 - o CBMR + Monarch lift ticket packages are in the works.
- Cen Rez will sell ski rentals at Gene Taylors.

Analytic Remedies

- TA is no longer working with Dara.
- Kreykes may take over reporting Yelp and Trip Advisor reviews of local restaurants, B+Bs and other lodging properties.

Houston

- Runcie is in Houston visiting bike shops—showing trail maps, sharing mtb information.
 - o TA will fly key influencers—i.e. bike shop owners— to GCB this summer/fall.

E-Bikes

- 25% of mountain biking in Central Europe is e-biking.

- CBMBA is trying to learn more about e-biking.
- Local mountain bike shops aren't sure what to make of it.
 - o Local mtb community is expecting controversy between local entities.
- Stone to collect info to share about e-biking amongst Nordic Inn and West Wall guests.
- E-Bikes are an opportunity to attract new riders.
- Pierson to discuss e-bikes with Gunnison Trails.

Community Calendar

- Goal: to not have similar events on the same day
 - o This may be an opportunity for the chambers/executive to manage?
 - o TA staff will have an update ready for next meeting.

Trail Reporting

- Norton to meet with CBMBA and Gunny Trails – who owns trail reporting?
 - o Aberdeen trail and others at Hartman Rocks will open on May 15.
 - We need to announce the opening of trails in a timely fashion.

Signage

- 50k grant from Parks and Wildlife = 100k total for summer signage program.

Chambers

- Crested Butte Chamber may not hire another executive.
- Idea: TA will oversee visitor centers and promote events.
 - o Adjunct entity will handle member services.
 - o CB Chamber will keep Eliza Cress and possibly hire another staff member.
 - o Norton will meet with the CB chamber board and report back to TA board.
- Group Discussion
 - o Is there an opportunity to have one person in charge of both chambers? Is Eric Freson a candidate? Will this person report to TA? Freson has been doing a great job, let's give him more responsibilities. One executive may insure better synergy between communities. Possibly have visitor center volunteers work at both locations.

Buck Slips

- TA to author these about backcountry etiquette.
 - o Lodges will put in hotel rooms.
 - o Pierson to add to student orientation materials.

President's Report—Moffet

Lodging

- A simple table or chart about Gunnison Getaway YOY sales would be helpful.
 - o Getaway tickets sales are down about 1/3 this year.
- Destimetric's reporting is working and we're not caught up in reporting about other things like sales tax.
- Growth in summer is strong. We have work to do for winter.
- Scott Truex asked for periodic marketing updates about summer Houston flight.
 - o TA staff to discuss and report back at next meeting.

Airlines

- Total subsidy is the amount of \$ spent on buydowns + revenue guarantees.
 - o LY \$625K, TY \$580K, modest reduction
 - o TA contributed \$80k of new revenue this year and \$80K LY.
- TA brought visitors to independent properties in Gunnison which is great!
- How do we get away from buydown structure?
 - o The problem with the Los Angeles flight is the cost of filling seats.
 - o Los Angeles flight results = 1200 passengers at 53% load factor.
 - o TA spent \$200 on passenger tickets + buydown expenses.
 - o LA flight was a hit but TA had to subsidize nearly all expenses.

Strategic Air Command

- RTA, CBMR, GUC to fund TA.
- Possible Goals:
 - o Delta flights from Atlanta?
 - Launch a Delta flight in 2–3 yrs?

Financial Report—Giesselman

- Hegeman, Runcie, and Giesselman are working on new web based quick books with real time reporting versus GL code system.
 - o TA needs to have an accrual accounting system, and we are working on that now.
- Structure has main/general GL lines like (Marketing) and below that subsidiary accounts like (SUP).
- Giesselman is happy with where account structure is heading.
- Budget next year will be managed with accrual accounting.
 - o When you spend v. when you pay and not on a cash basis.
- Big Picture for Q1: we're on budget
 - o TA didn't spend everywhere as planned in some instances.

Updates—Event, Chamber, Western, CDOT

Gunnison Chamber—Johnson

- Things are good!
- Gunnison business community looking forward to working with Eric Freson.

Western—Pierson and Group Discussion

- Pierson to update board monthly on Western happenings.
- Pierson to spearhead student flys free with parent program.
 - o Group discussion: why wasn't program successful? Was it Western's marketing strategy? Timing/limited window to book?
 - o Western will host over 5,000 out of towners this summer. Mostly sports camps. Any opportunities there?
- Student leaders have expressed interest in working with chamber.

Archery Event—Johnson

- CBMR + Rinehart are finalizing a contract.
- Event is listed on Rinehart's website.
- Slated for second week in August

- Johnson to send event information to Colorado shops.
- Johnson suggested a \$10k purse dispersed across 5 divisions.
 - Johnson wants to test if we offer same prize purse to each category will we draw more people? (Typically certain categories have larger purses than others).
- Board will vote in April to amend budget from \$5k to \$10k purse.

CBMR—Country Music Event – Clarkson

- Clarkson is looking for talent
- Slated for August 27

Outerbike—Clarkson

- Slated for Fall 2017
- Outerbike owners/organizers will visit CB this summer.
- This event is an opportunity for manufacturers to sell directly to consumers who are ready to buy.

CDOT—Main St. Beautification—Morrison

- Morrison will report on CDOT grant hearing at next meeting.
 - Idea: construct road medians, redesign sidewalks.

SUP—Norton

- National Park Service has been great to work with.
- Paddlefit to participate.
- Slated for August 20, 21
 - PR: Front Range journalists plan to attend.

Professional Training and Seminars—Stone

- Idea: Western and CBMR will host summer seminars/trainings for professionals.
 - This presents a branding opportunity and overnight stays.
 - Stone to report developments at next meeting.

Fishing

- County to map fly fishing areas.
- TA needshatch updates on gunnisoncrestedbutte.com.
- Giesselman and Daniel will discuss how this could be handled.

Adjourn—9:35AM

Next BOD's meeting on May 12 at 7:30AM, Crested Butte Chamber.

