

TA Board Meeting  
8.10.17  
7:30am, Gunnison County Courthouse



**Directors in Attendance:** Kurt Giesselman, Scott Clarkson, Ryan Johnson, Gary Pierson, Jennifer Barvitski, Wynn Williams

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

**On Phone:** Jeff Moffett, Tyler Newman

**Public:** None

Thursday, August 10, 2017

**Start Time:** 7:38 AM

Roll call – We have a quorum.

July Minutes approved.

Public comment-No public comment

**Summer update**

- a. Destimetrics-Continue to struggle to get Gunnison to submit. In the tax report through June, County didn't sync with municipalities. We will have to circle back once we figure it out.
- b. July & first half of August-Jennifer brought up the question of, what could we do more with the Rodeo? We are sold out July and first half of August. We are trying to fill in on either side of the busy season.
- c. Outerbike-We will be twice as big as Whistler in its first year. Huge success thus far.
- d. Beach Bash- More people signed up than last year. We will see how it shakes out. 100 would be a win, 150 would be knocking it out of the park.

2. Winter update

- a. January flights: problem or opportunity- United added an extra flight per day in January. We have twice as many seats in January and early February as last year. RTA has money on the table for buydown. CBMR has come to the table with support as well. We will break out into an executive session to discuss.
  - b. Northeast, California, and Gunnison Getaway-With Chicago gone, we are looking at pushing in these markets.
  - c. TGR update-Reports to us that they had a great time filming the bike test. Getting ready to come back for filming a full feature film in September. We are coordinating with them on a winter marketing strategy.
3. GoMaps & CTO & DNR
- a. State may adopt GoMaps-Moving to a state level. Governor is aware of it, the Department of Natural Resources in on it. CTO would fund it. It could be a legacy project for Hickenlooper. While this does provide some competition for us, it looks good for us because of how many trails we have.
  - b. CTO- We continue to come up as innovators.
  - c. Governor's Conference-John has been asked to speak again at the conference.
4. Next summer
- a. Oskar Blues-Bring an offer to Oskar Blues and another beer sponsor. We want to wrap a sponsorship deal into one package for them, instead of one off events. Bring Gunnison Trails, CBMBA, and events together in one marketing sponsorship package.
  - b. Fishing map app-We would like to bring Derrick and GoMaps in on a fishing map app. Our valley is a checkerboard of access. It is hard to figure out. Concerned about our legal liability for accuracy of maps.
  - c. Trails, trails, trails-We want to continue to own mountain biking. As we work on 2018 budget. We can't pay for a person. CBCC is doing a great job. While there are no multiyear commitments on funding, the work and mission will be well supported. Mountain Manners, we are hearing less about.
  - d. Comedy Fest-Where is it? Town of CB has pushed back, Mt. CB has come out in support with the stipulation that it comes either before June 17 or after Labor Day. They need a large venue for filming component. Would Western's gym work? Try and push them towards Gunnison.
5. Finance committee report-General report on the audit. Finalizing now, should be done soon. July balance sheet here. We are starting to dial it in with the new accounting style. Budget Actual Variance is helping us with budget for next year. Variance narrative is a record of the explanation of why there is variance.
6. Budget-Halfway through the year, we do a budget reforecast because we are active in adapting quickly. That way we can adapt and explain our changes. The board votes on these changes.
- Movement to approve the 2nd revision of the 2017 budget. All approve.
7. Close

Meeting adjourned for Executive Session at 9:01 AM

Meeting brought back into session at 9:18 AM

Move to approve and sign the contract with the RTA. Motion to approve the approve RTA contract on buy downs. All approve.

Adjourned 9:31AM