



Directors in Attendance: Kurt Giesselman, Ken Stone, Ryan Johnson, Scott Clarkson, Gary Pierson  
Staff: John Norton, Laurel Runcie, Daniel Kreykes, Rebecca Filice  
On phone: Jeff Moffett

7:32AM Start

**President's Update**—Giesselman

- Public comment: Every meeting, board will allocate 5 minutes of time for public comment. This is not time for general commentary, but for short and precise presentations voicing concerns, opinions, ideas, etc.
- Roll call: Each board member and staff will announce their names to start-off the meeting.

MOTION to approve November Minutes

1<sup>st</sup> Pierson

2<sup>nd</sup> Johnson

Unanimously approved

**Director's Report**—Norton

*Air*

We've sold 700 more seats YTD. Our focus is Chicago and LA. It looks like we'll finish over 80% LF in December for L.A. We have a storm coming, and opensnow.com is calling for 10 days of snow. Let's hope CBMR opens some steeps—that's our brand messaging in L.A. 80% LF means we're not paying guarantee to airline. We're turning attention to January packages. January skiers are purpose driven, and looking to see which resorts have snow, and what runs are open. We are down 1,000 seats on non-MRG Denver flights. LAX is at 79% for December

*Group Discussion on Air*

Clarkson: International opens on Saturday.

Moffett: I don't think it's too late for pumping-out a NYE messages. I wouldn't spend too much money, but the buydowns support the NYE schedule. Consider pushing marketing in the next week or so.

Runcie: We launched marketing promoting the \$300 buydown/New Year's package to New York, Boston, and Chicago—feeder markets. Message in Boston is “Think Wicked Steep Thoughts”.

Clarkson: 30% of Max Pass(es) were sold in Massachusetts.

Giesselman: How do the airlines view performance?

Moffett: United will view December performance favorably because we quadrupled capacity (Chicago). Fares have been pretty expensive. They're going to look at revenue performance versus LF. I'm feeling like we'll have healthy fares, so revenue should be good. Let's get February-March in the low 60% (capacities). We're down 1,000 seats originating from Denver (we don't have a revenue guarantee here). That's a concern.

Norton: Alaska is coming out in January (18-21). Daily service next year is on the agenda. Air Command and RTA are ready to have that conversation.

Norton: I would rather have a couple of flights out of Denver (daily) versus Chicago flight.

*GCBR—Runcie*

I'm discussing Lift Ticket to Fly promotion with Michele Schmidt. There's no commission with this package, and selling it may be a large time commitment. YTD sales as of July 1 fiscal are \$89k—\$15K from summer travel—and we're hoping to hit \$100k after this week. At this time last year, we'd done \$18k in sales. Gunnison sales started to pick up last week.

Norton: Grand Lodge is getting a lot of bookings. We started Gunnison Getaway marketing, and there will be an ad in Elevation Outdoors.

- Positives about GCBR: obviously more people are coming, and better sales means we won't need to subsidize as much if at all. When we get to a point when GCBR is making money, we'll ask properties how they want us to refund the commission money, or should we use it to market, etc.

*Board Seats—Norton*

Tyler Newman will apply. Johnson, Giesselman, Pierson, Wynn Williams plan to apply. Newman needs to be a liaison between board and Gunnison properties. We need a connection for Destimetrics to get properties to participate and be serious about the reporting. Board seats will be finalized in February.

*Gunnison Lodging and Businesses—Norton*

Russ Forrest and Chris Dickey (new director of chamber board) came to me asking what they should tell the lodging community about the TA's efforts. 1). Gunnison occupancies have grown faster than CB/Mt. CB in the winter and summer. 2). GCBR sold more air seats to people staying in Gunnison. 3). \$75k allocated to support the Gunnison Getaway for drive market.

*Blue Mesa Speed Skating Marathon—Norton*

I'll meet with event organizers. Is this event something the TA should support and can it bring in overnight visitors?

*Destimetrics—Norton*

About ½ properties didn't report this month. Filice will contact Water Wheel and see if they are under receivership.

### **New Business**

#### *Teton Gravity Research—Runcie*

We're working on a long-term partnership. They are putting together a partnership proposal that we'll discuss with them next week. The partnership will probably include video content. TGR created a video series for Banff and Lake Louise, and it's really good. We'll roll into mountain biking with them, possibly fly fishing, too.

#### *Fat Bike Grooming—Norton*

HCCA protested CBMBA's grooming plan out to Gothic, Brush Creek, and Cement Creek. They contacted other environmental non-profits about wildlife impact and have support from them. They have 27 musts that the Forest Service must meet. They aren't saying no to the plans, but they are throwing out a year or two of delay. The grooming plan has not been approved by the Forest Service yet. He wrote a Notions about the situation.

#### *PR Hire—Norton*

We've got the final three candidates (all men), and we hope to confirm Filice's replacement by next week. They may not start until January.

#### *LMD and Budget Correction—Runcie*

- Commissioners asked that we move all staff salaries into one line item so they can quickly figure-out how much the TA spends on staff.
- A formula for Chicago and L.A. buydown monies wasn't computing properly, so we haven't accounted for \$14k. Formula is fixed, and finance committee will discuss which allocations to move around to cover the \$14k.
- Runcie proposes: We pushed-up Beach Bash funds to \$48k. We could ease off that and still put on a great event. We allocated \$15k to support the Gunnison River Fest—that's more than any to an existing event, so we may reduce that.
- Tax revenues may be higher, and GCBR may be getting higher, too.
- Board decision: We'll resubmit budget – back-off River Fest support to keep from dipping into contingency.

Giesselman: LMD liked that we have a reserve account.

Johnson: The only criticism I'm hearing around town is that there are "too many people" (visitors).

Stone: TA is more fiscally responsible and we take reporting and ROI seriously.

Clarkson: We have defined strategies.

Giesselman: PSA announcements in papers once in a while to share data with the public like these are the things we're involved with may be a good idea.

Stone: Should we share this info with local press? Like the economic impact? The new PR person can author these.

Runcie: We can easily add updates to chamber email blasts.

Stone: How are things with media buyer?

Runcie: (Buttery and Hill-Aevium) We're more in sync and dialing-in brand messaging. We're growing millennial traffic to our site which is good. We'll have a kick-off in February for Summer. (Stone will attend next meeting). We have once a month all contractor calls. Buttery takes care of all creative.

### *Outerbike*

Clarkson: Who's doing what? Should we draft an advertising plan? Outerbike wants a downhill course. There's a possible partnership with SCOTT.

Giesselman: We are better off doing their advertising. We've got enough \$ to do it right. Let's make a plan and discuss with Ashley.

Runcie: Let's have a call with Ashely soon and hash things out.

Norton: Outerbike and BME are the same weekend.

Runcie: Outerbike and the Music Festival may collaborate on a party in the spiegel tent.

Meeting Adjourned at 8:50am

Next meeting Thursday, January 12 at Crested Butte Chamber