

TA BOD Agenda
February 8, 2018
John Norton's House Cement Creek Road
Call-in: (641) 715-3580; 835905#



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

Start: 7:33 AM

Approval of January Minutes

Scott Clarkson moves to approve, Tyler Newman seconds. All approve.

Arts discussion

Jennifer missed the presentation at the last meeting. During a recent visit to Carbondale with the city of Gunnison, she saw a thriving arts business. Carbondale is a great example of what the impact of arts can have. Jennifer thinks that we should remain open to helping out the arts community. What more can we find out about the arts community in Gunnison. Crested Butte came to present and we still don't know as much about the Gunnison arts scene. Jennifer will dig into the Gunnison scene and report back. We would want to support a big picture organization, like the Crested Butte Creative District. How could we do this at both ends of the valley. Gunnison is applying to be a Creative District. We could support both creative districts if Gunnison's application moves forward. Laurel found the growth of 20% per year at the Center for the Arts to be one of the most surprising things. How can we make that even bigger growth? How can we continue to push our social media with these types of events? Possibly in-kind training for some of these organizations. Next week, the TA is sitting down with the KBUT Kampout to try and combine it with Blue Mesa Beach Bash. How do we combine arts events with our current events? John shares some of Kurt's concerns about getting tied into too many different entities. John is anxious to get too pulled away from something that has brought us national and international attention like mountain biking has. Laurel brought up the point that what gets people to spend money and stay in town is a cool town, and the arts can do that.

Gunnison Trails and Signal Peak

How do we help get the word out about the Signal Peak comment period? We will do what we can in the last week.

Ski discussion-Scott

John asked Scott to speak to the world of season passes. Scott has had numerous conversations with all the players. CBMR should have something to announce by around March 1st. Scott has put together a matrix of all of the competitive landscape. He will share with the board. CBMR has a plan A and a plan B that should be announced sometime in March.

The Forest Service has a preferred Teo 2 plan. The comment period is open and we need to rally support around this cause. If all moves forward, work will start spring of 2019.

Destimetrics

Too early. Waiting on some submissions.

Air Update

We were up during the early season, but now things have sagged. Denver service has continued to perform well. Last year in early January, Feb and March were flat. By February 6th, Feb and March were down. Snow doesn't necessarily help with the plane tickets.

American lost 308k in December. Forecast for entire season is a 1.6 million shortfall. Cap is 300k, so American will take a loss this year. Next year we will likely see a cap go up. At the last RTA meeting, John suggested a retreat with the Air Command and the RTA to facilitate more communication. The retreat should be scheduled at the meeting today.

Outbound air promotion

Can we do another local buydown? It worked before. The RTA board was divided. This will be voted on today.

PR Report

We definitely saw the effect of Snowmageddon on the PR Ad Value for January. We are around 57% lower than last year in January. Some of the big hits centered around RMBL and climate change. Also, a comparison of last year's snowfall to this year.

Finance Committee

The budget that we produce every year is more of a compass than a map. The path we follow doesn't exactly match up with the budget, but the general direction stays the same.

Review Balance Sheet

Accounts are healthy. We are waiting for a check from CBMR and will then need to open a third account to stay within the FDIC limits.

Review December Draft Budget Actual Variance (BAV) and Variance Narrative

We are doing a good job of operating beyond the LMD funds. We ended up spending a lot more on digital media than was budgeted. We moved some things based on recommendations from Hill Aevium. We under budgeted revenue received from CBMR for air support by 50k. When we discovered this,

we increased our digital spend. We underspent by about 56k for signage last year. We will be finishing that project this year. The reforecast will be shifted into the new 2018 budget. In a meeting with the BLM, some of the other partners on the project there had problems. By adding some signage at Hartmans, should fix the problem. At the finance committee we decided to move the forecast from a July event to a March event.

Other

Staff is tracking hours for ED, STOR, and Western. That way we can report back to the BOCC. Yesterday had a meeting at the ICElab. We agreed to take these responsibilities.

- The Website-Cathy is giving us 2500 should cost about 15k.
- Recreation-continued discussions with Borealis, direct letter to CEOs
- Western Intern/apprentice program.

Wynn has not been notified that he is still on the board.

Ryan brought up a conversation with Nate who puts on the ice fishing tournament. They are expecting 500-700 people. How can we at the TA help with the event? Is it maxed out?

Gunnison Times Article

House bill 1084 that was proposed by our County Commissioners. TIAC and Ski Country killed it. Messner thinks it is dead. We have asked for a heads-up on this in the future.

Close 9:01 AM