



Directors in Attendance: Kurt Giesselman, Ken Stone, Tyler Newman, Gary Pierson, Scott Clarkson

Staff: John Norton, Laurel Runcie, Daniel Kreykes, Andrew Sandstrom, Jeff Moffett

On phone: Wynn Williams

Guest: Chris Ledoulis

Start time: 7:32

President's Update Kurt Giesselman

- We have a quorum.
- Move to approve keeping same slate of officers.
- Approval of January Minutes.
- New Board member introduction to Wynn Williams and Tyler Newman.

Teton Gravity Research Partnership

Summary:

350k for 2017 and 450k for 2018. This will put us at the same partnership level as Jackson Hole and Switzerland.

Discussion: We will have major web presence, film inclusion 2018, summer bike test, and 20,000 new guest entries per year from the film tour. Our brand will be aligned with a trusted industry partner in TGR.

Follow up: Bring forward updated budget so the process can move forward.

The Quest

Summary:

How can we keep people coming back with the CBGtrails app? The Quest will track the trails that you have ridden during the summer. Hit mile marker benchmarks, win prizes. 80k to move

forward.

Discussion: We are trying to give people a reason to keep coming back a 4th or 5th time. This also differentiates us from other destinations.

Follow up: Bring revised budget so that we can move forward. Look into 3 or more-year agreement in the contracting process.

Air update

Summary:

Dallas, Houston, Denver, all down. Chicago and LA have improved, but payouts will still be huge. What do we need to do in the future to minimize our payouts?

Discussion: In short, there is no good answer. If we kill Houston and Chicago in lieu of daily service to Denver, Dallas, and LA, it will undoubtedly help Denver (which we don't pay for). Only way to get answers is to try and see the numbers the next year.

Follow up: Air Command meeting happening this week. Will report back to the TA Board on the direction moving forward.

Fat Bike Worlds Media Recap

Summary:

Hosted writers from various cycling publications and have seen many articles coming out because of it. Message has been received well again this year.

Discussion: We did a good job communicating the title sponsor, Borealis, with more ad value in the month leading up to and the weeks after the event compared with all year last year. Some of the other key word searches are down, but a lot of that is due to the New York Times and Boston Globe picking up the story last year.

Follow up: Will submit another ad value report as more articles come in about the event.

Audit

Summary:

Is there a need to do another audit? Cost is about 9k.

Discussion: Absolutely, an audit should be done. Approved a motion to have an annual audit until it is rescinded.

Follow up: Reach out and get an annual audit set up.

Rocky Mountain Super Pass

Summary:

What are the effects of the RMSP on community lodging? Does the whole community see an increase in bookings because of this partnership?

Discussion: Definitely see an increase, but most properties aren't tracking. Nordic Inn 40% up, mostly because of RMSP.

Follow up: Try and get some community partners to start tracking these stays.

End at 9:11 AM