

TA Board Meeting
January 11, 2018
John Norton's House Cement Creek Rd Crested Butte South
Call-in: (641) 715-3580; 835905#



Directors in Attendance: Kurt Giesselman, Gary Pierson, Tyler Newman, Scott Clarkson
Staff: John Norton, Laurel Runcie, Daniel Kreykes, Jeff Moffett, Andrew Sandstrom
On Phone: Wynn Williams, Ryan Johnson
Public: Jenny Birnie

Start: 7:34 AM

Approval of December Minutes-Approved

Public's comments

Presentation by Crested Butte Creative District-Jenny Birnie

Study from the economic impact of non-profit Arts and Culture. Excludes spending at individual artists and for-profit arts businesses. Conducted in 341 communities, CB was the smallest. The survey covers a year's worth of business for all 12 arts and culture non-profits in CB in 2016. 826 surveys collected. In CB, the non-profits arts represent a 10.2-million-dollar industry and 252 full time jobs. Last time it was valley wide in 2010, it was a 6 million impact. CB is more than 2x similar sized communities. Populations of 50,000 or less had an average of 5.3 M or less. 27% of non-resident survey responders indicated that the primary purpose of their visit to CB was for an arts or cultural event. Event related spending was 5.7 Million. The Center for the Arts has grown 20% per year over the past 5 years. We are competing with the other mountain communities, we need to have the arts to round out the guest experience.

Winter thoughts

In the last month, we have had a HUGE drop off in numbers. Scott brought up the importance of early bookings through property outreach so that weather isn't an issue. We had a great start, but now the drive business isn't booking. CBMR pulled back a bit in early January due to lack of snow. The TA has pulled some of our advertising so that we can hit the message hard when snow comes.

Budget swings

Had 50k budgeted for GoMaps. Biggest increase in cost is due to changes coming down the line with Google and Apple making it harder to run location services in the background. Integrating the Strava recording capabilities so that we can afford to handle the changes in Google and Apple. We want to be proactive on this instead of reactive. GoMaps is looking good with the state. We have offered up TrailQuest to the state. Colorado Ski Country was the first to really get after the marketing, other states have great skiing, but we crush them. Can TrailQuest make us the trail state? We feel that it will be a win for the state and us because we have the most trails.

Destimetrics

Lower in occupancy compared to the group. We were slightly down, but we were able to grow rate. We were not an outlier here.

Air Update

Air command meeting on Monday, one question that came up was whether we should buy down Houston in March. On November 13th we were up over 1000 seats, now we are flat since the winter has started to show its ugly face.

PR Report

December was a big month for PR. Ad value up 168% YOY. Unique Page Views per month up 94%. Reach up 20%. Big hits in New York Times, LA Times, and Conde Nast Traveler.

Finance Committee

Review Balance Sheet

Contingency and reserve are fully funded. Monthly LMD payment will be going up this year. We will be adding a 3rd bank account so that we don't go over the 250k Federally insured.

Tyler Newman starts a motion to open a third bank account so that we don't exceed the 250k FDIC as outlined in our financial policy. Scott Clarkson seconds the motion. Motion Approved.

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

Income slightly lower due to an advance that we got in the fall. There was a shift from the buydown dollars because we are a pass through, it's not budgeted. Digital media was budgeted ahead because we don't have a line of credit and wanted to make sure we had the money to pay TGR on time. Cision was budgeted early and not billed till December.

We have had a request from the commissioners to present something that is a little easier to interpret than our complex budget. The solution will be to create a dashboard. The Finance Committee will be working on a framework for a draft dashboard to share with the commissioners. Goal is to have a draft of this by the next meeting. We will share for feedback with our board before sharing with the commissioners.

Brush Creek Update

Number of units is still 240. Gary did a presentation to the planning commission and commissioners and showed all the finances. It was very transparent. 25% of the properties north of round mountain are in the short-term rental market. Town of Crested Butte council and Skyland Homeowners are against it. The county is very supportive of it.

Signal Peak Trail

Recommendation from BLM to come soon. Mileage likely to be moved down. Gunnison Trails and Western are working on a campaign to get people to comment.

Gunnison Winter Fest

Talking preliminary about having a winter festival in Gunnison president's weekend of 2019. Skijoring, big air, concert etc. John to attend the planning meeting.

Close 9:07 AM