

TA Board of Directors Meeting
January 17, 2019
Crested Butte Chamber
7:30am
Call in: +1 (641) 715-3580,,835905#



Directors in Attendance: Kurt Giesselman, Tyler Newman, Gary Pierson, Jennifer Barvitski, Morgan Bast

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

On Phone: Kelly Osnes, Wynn Williams

Public: None

Roll Call

7:36 AM We have a quorum

Approval of Minutes

Gary Pierson motions to approve the October Minutes. Wynn Williams seconds. Motion is approved.

Public Comments

No public present, no comments.

Introduction of Morgan Bast, Senior Marketing Manager, CBMR

Morgan has been in Crested Butte for 2 weeks now she is the new Senior Marketing Manager for CBMR and will fill CBMR's permanent seat on the TA board. She will be heading up all things marketing up at the resort. Previously she was the Senior Marketing Manager at Breckenridge. Has held other positions at Vail and AIM prior to that. She is very excited about where things are going here in Crested Butte. Morgan's primary focus is to manage the Crested Butte brand. Kurt and John had lunch with Morgan last week to fill her in on the TA.

DestiMetrics Results & Outlook

We are not seeing a major swing in pre-reservations this winter. We are guessing that we will see last minute filling out by traffic from the front range. Prices have been going up. Tim Baker reported that the holidays were strong for the mountain, but that didn't show in our forward

looking DestiMetrics reports. This snow storm will likely give us a bump in last minute reservations.

Air Reports

Load factors are flat to last year for this winter. We have fewer flights and because of that, we have 1700 fewer passengers. DestiMetrics overall was down 1% so we know that generally we are slightly down overall. At meetings with American Airlines in November, they gave the RTA the impression that the second half of February forward is where we will be judged on our success. Early in the season we were in a “bad bank” that didn’t allow for good connections. From second half of February forward, we will be in a “good bank.” Now is our chance to show more revenue and demand to get a better schedule next year. Overall, the success in Load Factor is a good sign from an air planning perspective. From a passenger and tourism perspective, this year is down from last.

UA Fare Sale

When Jeff and John went to Chicago in December to meet with United, they asked for a fare sale. United did come through with a fare sale. The deal can be booked from January 4-17th and is good for travel through March 3. Our robust air marketing has been added to for this sale. Unfortunately, we haven’t seen a bump in air bookings, but we have seen some great traffic to our websites. Looking at a fare comparison, we are as much or more than most of the ski markets even with the fare sale. United relaxed fares across the ski market. Generally, air is soft across the industry.

TA Transformation Discussion

History of the “old TA”. The County Commissioners in 2014 took apart the old TA and reconstituted the new TA. The new TA moved our main focus to MTB and alpine ski. We have been successful at growing both winter and summer. With Vail we hope to grow winter even more. In the last year, we have been asked to get more involved in other pieces beyond just Tourism Marketing. Our budget has grown from roughly 1 million to over 2 million since 2014. We have had some pushback in the community that we have done too good a job at promoting tourism. In 2018, the BOCC asked us to work beyond Tourism Marketing and focus some attention on the areas of Economic Development, Sustainable Tourism and Outdoor Recreation, and Western. We had multiple successes in these areas. In 2019, the BOCC has again asked us to involve ourselves in these areas. With the added responsibilities, our Tourism Association name doesn’t fit quite as well. It may be time for a new name. In some other communities, when there is an abundance of tourism dollars, they just have been reallocated to other organizations. Here, they are, so far, continuing to allocate us the funds and asked us to expand our work.

Name Change Discussion

Based on staff and board discussions via email, one consensus is that we like “Gunnison Valley” in the name. Gunnison Valley Prosperity Partnership was one name that has been well-received. Laurel sent around a document explaining the benefits of aligning with the One Valley Prosperity Project (OVPP). We are currently hitting on 3 of the 4 goals of OVPP, the only

one we are missing is housing. We can continue with the things that we are already doing and align with OVPP. In this way, we are reinforcing each other's missions. How do we change the acronym slightly so that it doesn't mirror OVPP so closely? Looking at the 4 OVPP goals and our 4 initiatives from the BOCC, there is great alignment. Can we track some data to show the general acceptance of OVPP so that we can bring it to the BOCC when we discuss our name change? John will speak with Cathie Pagano on this subject. The big difference between us and OVPP is that we have a budget and they don't. Our organization could be the torch bearer for OVPP. Two very important comments that Kurt would like to call out specifically. First, the name is less important than what we do. Second, we need to be careful of tying ourselves to somebody; we don't want to look like a subset of an existing organization. As Kurt pointed out, when he looks across the valley, the organization we have the strongest relationship and ties with, it is OVPP. That alignment makes sense. With the naming we just have to be careful not to cause confusion with the two. It is also very important that we still show that Tourism is the most important piece for us. Without Tourism, there is no LMD fund and none of the other initiatives can happen. That is the one piece that we absolutely cannot fail at. Our number one priority still has to be Tourism. John will be the one to speak to the county. We have already heard from the county that a name change is appropriate. We will bounce ideas around via email and likely call a special meeting within the next month. From there we will look at the roll out of the new name and mission to local stakeholders.

Executive Session

Gary makes a motion to start an Executive Session. Kurt seconds the motion. Kurt reminds the group that we cannot vote on anything during Executive Session. This is a discussion and information sharing session.

Kurt calls to order an executive session at 8:47 AM.

Back into regular meeting at 9:17

PR Results

We were slightly down in the last quarter of 2018. This same timeframe in 2017 we had a couple of articles in LA Times and NY Times that really spiked 2017's numbers. For the year 2018 vs 2017 we are up in Ad Value and online presence, but down in print. This aligns with our marketing strategy in moving away from print.

We will have the Wall Street Journal in town for Fat Bike Worlds. There is a film crew and a journalist covering the event. The Colorado Tourism Office is also sending a journalist out on assignment from Cowboys and Indians for Fat Bike Worlds. End of February/March, Purple Orange will be hosting a media trip. So far sponsors include ROMP, Voormi, Breckenridge Distillery, and Kate's Tram Bars. Commitments from journalists include, Outside Magazine, Adventure Sports Network, Unofficial Networks, and Backcountry Magazine.

Andrew and Laurel have been working on a local Communications Plan for 2019. The plan is to get ahead of the local press in breaking news on the TA. Obviously, this name change is a big one. The Gunnison Times broke the story, ideally, we would have come out with it first. Andrew will send this plan out to all the board members to review via email. Jennifer wants to get a more monthly update as she has been fielding questions regarding our move into Economic

Development and she doesn't feel she is completely informed. There was a bit of a perfect storm with the ICELab takeover and moving to quarterly meetings. The reason for quarterly meetings was because the board was getting too in depth in the minutia of the TA. The Board should rather be directing the overall strategy. We have a couple extra meetings we can call to fill in the board when we have big changes happening. We will send a doodle poll for a special February meeting. We will also doodle poll for the June Strategy retreat.

Other

There is a committee forming in Gunnison to respond to an RFP for a High School Mountain Bike Race for Fall of 2020. This would help with more engagement on the mountain bike messaging in Gunnison. They would be expecting 1500 people to the event. Gary intends to be at the meeting representing Western and the TA. The groups involved are currently keeping it quiet because of the government shutdown they can't get permitted by the BLM.

End of meeting 9:20AM.