

**January Board Meeting
Thursday, January 9, 2020
CB Chamber. 7:30am**



Directors in Attendance: Kurt Giesselman, Kelly Osness, Morgan Bast, Jennifer Barvitski
Staff: Bryan Boyle, Jeff Moffett, Andrew Sandstrom, John Norton, David Assad, Daniel Kreykes
On Phone: Wynn Williams, Gary Pierson
Public: Scout Walton, Candice Bradley, Erik Austin, Bill Tomcich, Kent Myers

7:38AM Roll Call-Kurt Giesselman

We have a quorum. Tyler had a work emergency and can't attend.

Approval of last meeting minutes—Kurt Giesselman

Any additions corrections or deletions to the minutes. Morgan Bast moves to approve the October 2019 meeting minutes, Jennifer Barvitski seconds. Minutes approved.

Public comments—Kurt Giesselman

Welcome guests. As you are also members of the public, we have a public comment period. Bill Tomcich and Kent Myers came because of a series of meetings with air planners, RTA and they want to join in to see what TAPP is doing on the tourism promotion of air. Candice Bradley is the Crested Butte Town Council member that has been appointed to report back on TAPP. Scout Walton has recently taken over at LIV Sotheby's and wants to hear what we have to say. Erik Austin is here to see what we are doing, Erik has been helping the reservations desk at CBMR. He oversees Vail Resort's reservations. He is excited to be here to get an update on TAPP's work. Kurt would like to see a sit down with the air planners more often, maybe formally once per year. John added to Erik's comment that we have the only air desk left in the whole Vail Resorts portfolio. We have the only call center that can actually book airline tickets. Vail will likely take a look at this and decide how to move forward. Regardless of if they actually keep the call center going, they are absolutely committed to pushing the direct flights. Club Med used to sell about 25% of the airline tickets for the area. We are now seeing CBMR, TAPP, and communities coming together to market in a similar way. The big difference between Club Med and Vail is that each destination has differentiation, whereas Club Med was one experience that was pretty much consistent anywhere. Club Med ran more than 100%

occupancy. Erik is encouraged by the conversation and how we can work with the community to support the air desk.

2019 business estimate—John Norton

Mostly for Erik's understanding, we are in a data collective of 19 destinations called DestiMetrics. We are the lone ranger in that summer is bigger than winter. This year in terms of business estimate, John thinks that for the first time with the new TA that we will be pretty much flat. We got clobbered in early summer because of snow covered trails. Speaking with Telluride, Michael Martelon reported that in the last 5 years, we had grown faster than Telluride, Vail, Aspen, Sun Valley, and Park City. When John reported that we had gotten clobbered in early summer, Michael said that they were fine. Telluride is an arts events driven community and not as reliant on weather. John will report numbers as soon as we get the close of 2019 figures.

2019/2020 winter outlook—John Norton

The last November 30th report from DestiMetrics showed us down for the rest of the winter. At the same time, we were seeing that airlines were down in November and they are now up. John doesn't predict we will see the numbers to continue to be down in the December report, but haven't seen them yet.

Air outlook—Jeff Moffett

4 months ago, we were down in all air markets with a total of -1441 passengers YOY. We have seen a 2000 passenger swing since Labor Day. DFW is up but basically flat in passengers, IAH is up over 1000 passengers to last year and DEN is down about 500 passengers. December ended up negative over passenger count, but we had fewer seats so load factors did well. Denver is down in load factors despite being flat on seat count. Houston is up 1000 seats but down 13 points in load factor because of added capacity. Bill made a comment yesterday that the banks in Houston, Dallas and Denver are optimized for connectivity, so we are in great shape there. We are a bit restricted for nighttime service into the airport because of equipment on the aircraft. The RTA is doing a survey at the airport this winter to update a 5-year-old survey. We hopefully will have some more information come spring/summer. Kurt thinks the next meeting in Gunnison should invite Rick Lamport to talk about the terminal upgrades. With these upgrades, we want to have some placemaking displays so that people begin to get the feel of the place as they get off the plane. Could we meet with the architects to better integrate that in? Kelly Osness brings up the Bentonville airport that has a big shadowbox with a bike, it was artistic and informational with maps. Bill commented on fares and how they are extremely low and have been for about 5 weeks. Gunnison was highest average fare in his multi destination comparison as of two months ago. We are now the second lowest behind Montrose. The fares did get extended for another 10 days to January 17th. Vail is seeing some traction from the discounted lodging package.

Branding update—Bryan Boyle, Daniel Kreykes

Dan, Bryan, and Andrew have been working to kickstart our branding work. Our goal is to get a brand book by the end of the year so that next year we can start to update websites. We have some surveys going out to guests. We will then compile local stakeholder input, guest surveys,

and our work together into a psychograph and voice. We will bring this to the branding subcommittee for approval. Our brand and voice have been consistent in the past, but we are now putting it on paper. We plan to present to the branding committee in February and can bring to the whole board in March.

Daniel's replacement plan—Bryan Boyle

Dan will be leaving middle of May. We are going to start advertising in the next couple weeks with a hopeful start date of the first week of April. That will give some overlap with Dan so that he can pass on some of his knowledge. We want the candidate to have Wordpress experience, writing/editing skills, and be social media savvy. Experience with books and budgets would be a bonus. Soft skills would include being detail oriented, self-motivated, and eager to learn. Initially we will advertise more locally. If we need a better applicant pool we will look to cast a wider net. We do have a head start because there were a couple of candidates from Bryan's hire that are very interested.

PR update—Andrew

We were up across all Cision measures YOY October-December. Ad-Value, Unique Page Views per month and Reach. Some big pickups in Matador Network, TGR, Outside, DirtRag Magazine, Colorado Biz Magazine, Rolling Stone, and Austin American Statesman to name a few. Andrew is working with a writer for REI Coop on a story about the STOR committee. There will be some press in town for the Alley Loop in a couple weeks. Also working on a multi-sport winter media trip in early March. Fat Biking Hartman and Nordic Skiing Crested Butte.

ICELab update—David Assad

For the public's education, we broadly are being tasked with Economic Development for the whole valley. We have tourism, business recruitment, and growing local entrepreneurs. Our mission is more broad than other tourism organizations.

Coworking-Revenue up 3-5% over 2018 in 2019. We hope to increase by 25% in 2020. Events at the space have become more regular. Very positive vibe in the coworking space. Everyone is getting to know each other and we are seeing more referrals.

Gunnison-City of Gunnison promised \$40k in 2019 we ended up with \$10k. They have agreed to \$40k in 2020 and we think that there will be more support from council this year. One reason Gunnison is so interested is because first of all ICELab is in Gunnison. We have people from all over the valley coming in. Second, Gunnison is a federal opportunity zone which means that investors can reduce their capital gains taxes with an investment there.

Hustle Bike Labs-They started here in our national outdoor accelerator program. There were 3 teams, 2 from Texas and 1 from Denver. Hustle, one of the teams from Texas, created a magnetic bike pedal. They received their patent this week. The attorney helping was one of the sponsors of the program. Hustle is looking to possibly relocate here. Outdoor Retailer will be end of January and David will be joining Hustle.

Local Accelerator-Three companies completed the fall program: Blister Gear Review, Third Bowl Homemade Ice Cream, and Camp 4 Coffee. The criteria were that the companies sell outside of the valley and bring money in. Blister Review was marketing via social media very sporadically and the accelerator got them to a once a week ad and they have seen significant growth in their membership. November/December is always a growth period for them, we should know more about how much more they grew with our help soon. Camp 4 Coffee has grown their online sales by 40%. Third Bowl was selling ice cream mostly via their physical location. They are looking to change their focus to selling non-dairy ice cream wholesale with Whole Foods being their end goal. We are working them up slowly so that they can be successful. You only get one shot at a Whole Foods. We helped them to develop UPC codes, packaging, and showed them how to pitch and write contracts.

Catapult- The 2020 Catapult program is slightly postponed while we search for more funding. There was some turnover and change of leadership. We are after monetary partners.

Board seat discussion—John Norton

Kelly and Jennifer have both reapplied for second terms. The county has been advertising the January 15th deadline for applications.

Other business

Jennifer is asking if it is appropriate to give a presentation at a future meeting on the North Village project? All would like to see that and we will put it in the agenda for our next meeting. Jennifer wanted to bring up health insurance shortfalls in the valley since part of our mission is ED and to bring small businesses and people to the valley. We have one choice with Anthem and they are really expensive for what you are getting. Summit County has a program that they are helping to reduce costs for residents. Kurt will investigate some options as he has already started the process in his role at other boards. You have to reach the critical mass in the plan so having one overarching entity that runs it would help.

The Gunnison City Comprehensive Plan will be presented at 5:30 in the University Ballroom on January 15th for public input. The last time they did this was 2008. Jennifer, Gary, and Kelly have been on a committee.

Kent Myers wants to say that we are key to the success of air. How can we do more off season events? September seems like an opportunity.

Jeff Moffett wanted to make a point about the Vail effect. Yes, Vail has big data. Vail is trying to grow the business with data driven decisions. Their new acquisitions are close to population dense areas. They are developing their data with a growing audience. They are working towards speaking to all of those people in a relevant way, but suddenly they are touching on many more large population centers. This takes time it's not like flipping a switch.

Close 9:19AM