



**Directors in Attendance:** Kurt Giesselman, Ken Stone, Ryan Johnson

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

**On phone:** Gary Pierson, Scott Clarkson

**Start time:** 7:33

### **Presidents Update-Kurt Giesselman**

-Opens the meeting of the Gunnison Crested Butte Tourism Association Board.

-Calls for public comments-none

-Approval of December Minutes? Any additions, deletions? Hearing none we approve the minutes.

### **Air**

#### **Summary:**

What is working? How do we allocate our resources?

Discussion: Service that has struggled the most is a Wed/Sat sequence. We are spreading our resources too thin with struggling flights. Work towards daily with what we have before we open up other markets. Denver, our free flight, needs to be a focus.

Follow up: For this year, try and get our guarantee down. Continue to move towards daily service.

### **Summer and Bike Events**

#### **Summary:**

How do we continue to push the Mountain Bike agenda? How do we reinvent CB bike week to make it work? One major event each month in the summer should be a goal.

Discussion: FBW is sold out. Outerbike is huge opportunity. Growler works. CBBW doesn't, save chainless. The Quest is coming. Yeti Tribe is coming. Can we keep Yeti Tribe (which travels each year) like Aspen has kept Winter X Games? Junior Bike Week works for June. What can we do in July?

Follow up: Continue to work with GT, CBMBA and Chambers to create a July event that works.

## **Gunnison-Crested Butte Reservations**

### **Summary:**

How do we appeal to the millennials? We need to look into other platforms of selling beyond just phone calls.

Discussion: Millennials prefer other methods of booking to calling. How can we make that happen with GCBR.

Follow up: Work with Michele and GCBR to find a better way book.

## **Destimetrics and Booking Trends**

### **Summary:**

Bookings are good, but our rates are flat. How do we build up the ADR?

Discussion: We need to focus on ADR going up. Need more participation from the Gunnison properties in data collection to distinguish it from the North Valley. At Nordic Inn, annual ADR's are down, but picking up people in slower times. Revenue is up.

Follow up: Reach out to Gunnison Properties to bolster the reporting for the South Valley.

## **Filling of Board Seats**

### **Summary:**

Transition on the board set to be an easy transition.

Discussion: Applicants and number of seats match.

Follow up: Since the seats and applicants match, do applicants need to interview?

## **Moffett On Air**

### **Summary:**

The flights that we have focused on, LA and Chicago are doing well. Dallas seems to be sustaining itself. Houston is performing ok. Denver seems to be taking the biggest hit. We need to minimize the RTA payout so that we can bump services up to daily next year.

Discussion: Cancellations have hit January hard. Snow has not helped uptick other resorts bookings; they are looking soft as well for February and March. Denver flight is down the most with 1500 seats. We aren't doing any promotion there because it doesn't affect our guarantee. We should focus on getting people here and saving the RTA guarantee money. This extra money next year will allow us to go daily in more markets.

Follow up: Continue the push for the flights we have to pay out. Also, don't lose sight of Denver.

## **Runcie on Teton Gravity Research Partnership**

### **Summary:**

TGR annual partnership will be a great way to push our message. What does the deal look like?

Discussion: TGR folks out visiting. They are our market and we are working on an annual partnership. Should be included in short films and possible annual inclusion later. This will also focus on summer with a bike test.

Follow up: Bring a more detailed proposal to the next meeting.

## **Norton on Outerbike**

### **Summary:**

We are working with Outerbike to get our message to their people. How do we get 650 people for the first year?

Discussion: 80k for the program, will be going to Mt. Crested Butte for grant money. Have a meeting coming up to decide direction of marketing.

Follow up: Figure out downhill portion. Report back on marketing direction.

## **Runcie and Winter**

### **Summary:**

How is Winter performing?

Discussion: GCBR up slightly, but still struggling with answered calls and conversions. We are building our content with Buttery and TGR. We are growing our Social Media following with a contest launching this week.

Follow up: Report back on social contest. Sit down with GCBR to work on inbound calls issue. Report back on content status.

**End at 9:11**