

TA BOD Agenda
Thursday, July 12, 2018, 7:30am
Crested Butte Chamber Meeting Room
Call-in: (641) 715-3580; 835905#



Directors in Attendance: Kurt Giesselman, Tyler Newman, Scott Clarkson, Gary Pierson, Jennifer Barvitski

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

On Phone: Wynn Williams

Public: None

Kurt Giesselman calls meeting to order at 7:34

Public Comments

No public present

Roll Call

We have a quorum

Approval of Strategy Retreat Minutes-Scott Clarkson motions to approve. Gary Seconds. All approve.

Retreat Recap

Kurt would like to get a sense of how useful it was. The consensus seems to be that it was very worth it. Should we do a mini retreat for winter? The real question is going to be get an understanding of Vail and their direction. If we can get some data out of them, it seems like a mini retreat would be in order. This will help to drive our direction.

We had a staff meeting following the retreat. Jeff is following up on horses as a potential possible next push. He is looking into what facilities are currently in place for visitors. One thing that came up was trail maps. Could we add the watering holes on to the CBGTrails App? All of the official routes are in the map app. Some of the social trails from horses cutting corners are not on there.

Andrew is looking into eMTB and Gravel Grinders. Do enough people participate to make it a worthwhile push. Andrew would classify these two as more of a trend like Fat Bike and may not ever become as big as mountain bike. Can we still attract eMTB with our mountain bike messaging?

Our goal is to find a segment that is maybe on its way up. Another idea is to pursue hiking and trail running. We saw the Team Prep USA truck and thought, "Wow, we have trail running here already." We have in the neighborhood of 1500-2000 miles of trail running trails. We have Stevie Kremer and Emma Coburn. Emma has a bigger following than anyone else in the valley. We have a number of trail running races that are already here. Western has a great trail running team. OIA says that runners are the largest recreation group of anything and they have the most outings. The question is how much do people travel for it? Are they paying for lodging? Daniel is digging into what kind of spenders they are. Laurel is starting to do a bit of research on how much people travel to run. We heard from Janae Pritchett and Colorado Backcountry Guides thinks this could be the next thing. Colorado Backcountry is already trying to do trips. They don't require much infrastructure and they are low impact on trails.

Winter Thoughts

We are setting up a couple of calls to get the most out of our TGR partnership. Where will we have the most success with Epic passes? Is it NE or Midwest near the places that they sell a lot of Epic Passes. What is better, NE or Midwest? Scott thinks that we have a good chance in the Boston area with Stowe and Okemo on the Epic Pass. Will NY or Boston be worth a trip to check out? For TGR, we have a large show that will be free and "brought to you by GCB", the Boston and NY shows are already big. TGR would prefer this show be in an up and coming market. We can still activate at the Boston and NY shows. Any of the Midwest cities could be a good fit for the "brought to you by" show. The NE seems to be the battle ground between Epic and Ikon. Will it be better to go after the Midwest where there is likely to be less "noise" from the battle? Is Minneapolis or Chicago the place to go? It is just hard because we just dropped Chicago flights. Maybe MN would be a good fit. We will circle up with TGR and see what our best options are.

Housecleaning

Should the board members be paid for two or one meeting for strategy retreat? We had this discussion, but we didn't actually vote on it. With an 8-hour meeting over two days, we want to pay you for each day. Tyler Newman starts the motion, Scott Clarkson seconds. All approve.

Finances

June 30th balance sheet. The only thing to note is that the Bank of the West, our contingency and reserve, are fully funded. We moved some money around to keep under the 200k FDIC limit.

Budget Actual Variance-This is Q1 and Q2 without June CC transactions reconciled.

Big notes:

The county advanced us 50k for the MSP promo.

Andrew has been doing some partnerships and when we do that, we pick up some costs that are paid back by a partner. We are figuring out how to reconcile that. That is not considered income. It is a bookkeeping problem. We will work with how to do that.

We are over budget on the App again. We are working on figuring out how to control these costs. We might want to consider putting Derrick and Go-maps on a 12-month contract with a performance bonus.

We are having issues getting the signage up because the FS resources are spread thin. We have to get it done this year because the grant expires.

Other Business

Spoke with Delaney from the ICELab and we can share that the ICELab will be hosting the OIA Accelerator program. This will be officially announced at Outdoor Retailer in July. There will be a 12-week residency at ICELab with about 25% of the time spend in Boulder. Between this and Western's MBA program, we are becoming the place for Outdoor Industry Business. This should put us on the map with the State and Luis Benitez.

Air Update

Summer is going well. Winter flights pretty much final. We have a 12% reduction in planned capacity. This could change. Peak Saturdays will be three flights a day from Denver. The frequency is good, just some of the planes aren't as big.

We don't have a meeting in August. Our next meeting is the budget meeting in September. Looking at September 12 afternoon and September 13th in the morning. 2:00 Start followed by a 9am start on Thursday. Might work well at the Courthouse for their AV equipment.

Meeting close 8:35 AM