

TA BOD Meeting

July 14, 2017, CB Chamber, 7:30am

In attendance: Kurt Giesselman, Wynn Williams, Ryan Johnson, Tyler Newman,
Scott Clarkson

Staff: Laurel Runcie, John Norton, Daniel Kreykes

Meeting Start: 7:35am

- Approval of June minutes
 - Ryan moves to approve, Wynn seconds. Minutes approved
- Public comment
 - None
- Summer results to date
 - Destimetrics results. Gunnison properties only one reporting now. Alejandro is on a 4-6 week hiatus and will supposedly return to Inn at Tomichi Village.
 - Norton: Talked to Bill, properties are running too hard to report to DMX
 - Up-Valley is strong in June. July continues to grow, how much can we continue to grow. ADR is rising. Bus ridership is up, but parade numbers were down. Laurel: I saw a lot of people out on the trails on the 4th.
 - Kurt: Traffic was past Slate river and the top of the hill on the way in from the south.
 - Wynn: My granddaughter made \$150 on selling lemonade at the pancake breakfast. The area of the breakfast has doubled.
 - Norton: Summer looking good so far.
 - Kurt: With occupancy up and ADR down is that a net positive overall
 - Norton: Yes
 - Norton: This could be a big group coming in that's bumping it up hard with bookings three or four months out.
 - Ryan: The story is that Sept/Oct just keep growing
 - Norton: August could grow to beat Sept. with Outerbike. Last two weeks of August have generally performed worse than September. July, August, September, June is the order of the summer months.
 - Norton: Andrew is hosting scouts from the Comedy Fest. Comedy Fest used to happen in Aspen. I hated it. Big names used to come in. Fest people came and said there's no national place to hold it, can we come in June? They asked 50/50 with Rick Divine for feasibility study. We're in for \$2500 right now, and we'll pay Rick back if it comes through.

- o Laurel: They've dropped names like Chappelle. Several large venues with the largest audience being around 1000.
 - o Kurt: It's all videoed for TV rights.
 - o Norton: If they come it's already a success because they've sold the TV rights.
 - o Ryan: Why not Aspen again?
 - o Norton: It has a life cycle and it just ran it's course. It's had iterations in Las Vegas and Chicago.
 - o Norton: Once these guys get rolling, money isn't an object.
- Summer air update
 - o Norton: We're not doing so hot. Summer is kind of like winter. Air weak and business strong. Maybe a transition to a more regional destination
 - o Norton: I flew Houston Tuesday and it was great. 2.5 hour flight, new equipment, good seat pattern. First Class was full, plane was on time.
 - o Clarkson: Idea, let's research last year's flyers. Set I had in mind was round-trip CBV bookers. Only 3 people flew roundtrip on the Houston flight and booked through CBV. They were with a wedding.
 - o Runcie: Montrose and Junction have been taking a lot of our traffic.
 - o Norton: Bottom shows winter planned capacity. RTA is going to give the TA \$200k for buydowns. Using GCBR and other channels to sell. LA and Phoenix all winter. NE markets for January to fill the gap. Running all flights through Denver. Chicago cost \$450k LA was \$450k and Houston was \$100kish last winter.
 - o Kurt: The 25% Houston expansion is adding a flight in the spring?
 - o Norton: RTA went after that to say that they had a slight increase in seats. LA and Phoenix comes from Kent's thought that AA will eventually bring in Phoenix service down the road.
 - o Clarkson: They'll have to solve the pilot problem.
 - o Norton: NE markets will receive buydowns for January through Denver.
 - o Norton: Phoenix is the market. We won't be directing people into Phoenix and then Denver.
 - o Johnson: Do you see a problem spending the \$200k?
 - o All: Yep
 - o Clarkson: CBV spent \$130k on buydowns with an aggressive campaign.
 - o Runcie: Let's try another Expedia program that has more forethought since that's how people book.
 - o Clarkson: GCBR will be the channel that the buydowns focus on. We have to be really clear that we have to be the bank and that while this money goes through CBMR it has to be clean in the accounting process. Does the money go through the TA or CBMR?

- Winter Air Update
- GCBR discussion?
- trailQuest discussion. Ideas on more enlistment?
 - 93 people with miles. If they have 0 miles they don't show up. Please pick up a tear sheet pack to keep in your pack and hand out to visitors.
 - Norton: I'm disappointed by the numbers so far. My buddies and I are planning and riding new things.
 - Norton: Ads aren't popping in the newspaper.
 - Runcie: We've only been at it 3 weeks so far.
 - Wynn: You have to catch them while they're here. It's hard to catch them in a regional or national market. Locals are going to do it or they're not. You have to generate the visitor interest, and you have to go to Denver and Moab.
 - Kurt: Instead of putting lists in bars, why don't we put screens in bike shops. Leave a monitor up with the map for the shop owners to use and plug the map.
 - Ryan: What is the reward?
 - Wynn: You have to have a lower barrier to entry and giving away a prize a week would be a good way to do it. We have a connection to Oskar Blues. Let's leverage it?
 - Kurt: What can we do to get Ali on board? Do we need to track people that sign up in her shop?
 - Runcie: I continue to believe that the app is useful on-trail and the paper map is useful for planning.
 - Norton: Why don't we just plug the complementary aspects of paper and the app. It's all in the sales pitch. Get both and be hella prepared.
 - Ryan: Is there a way to get the motos on board?
 - Staff: Yes. Maybe that's something to consider next year. Let's talk to Derrick. We need Derrick to finish the trail reporting aspect so we have another selling point to the shops.
 - Kurt: The lens needs to be how are we going to get to people outside the valley? Inside the valley word of mouth will solve the problem. Outside the valley is more difficult.
 - Ryan: The solve is not the how, it's the who. Who already has our audience, and how can we reach them?
 - Norton: Thanks for your input and your brainstorm. Please keep them coming as you think of more stuff.
 - Runcie: We're going to put updated downloaded directions August, Sept. Oct. of this year on all the trail signs. We're at about 1000 total downloads.

- o Ryan: Does it reset each year? Is there a lifetime and then a per year split?
- o Norton: Hopefully that's coming. We'd like age and area splits.
- o Runcie: Andrew is selling it like trying to climb to all the 14ers.
- PR
 - o Norton: The point here is not the difference YOY, but the actual value of the PR. The reason we don't have the value for the cover is because the cover isn't sold. It's hard to put value on the cover.
 - o The way this is measured is based on the value of ad space in inches converted to the actual editorial size.
 - o It feels like Andrew has been able to keep Rebecca's PR momentum up.
 - o Wynn: We were the editor's choice for best ski town in 5280. I unfortunately didn't buy it. It was in the best of everything in Colorado. Vail was people's choice and we were editor's choice.
- Finances
 - o Laurel: We have monthly finance committee meetings now. We have reconciliation report. We have June balance sheet. We have Budget vs. Actual. Killing it.
 - o Reconciliation report goes monthly. Auditor requested the board sees it and the Treasurer signs it.
 - o Switched to accrual in May. We're working on getting it perfect.
 - o Kurt: It will take the rest of the year to get things right. In '18 it will be a little bit easier to get dialed.
 - o Kurt: It's July and time to get started on the budget. First pass comes from staff. Goal is in September we'll bring a draft budget to the board and work on it for that meeting.
 - o Runcie: We have to have the budget approved by October 1. We may need an email vote at the end of September.
 - o Kurt: We should try and push that to October 15th so we can get things taken care of. Last year we had to do a mid-year re-do, and we need to do it again this year.
 - o Laurel: BAV. First page is budget, second is actual spend, third is variance. We are off on income. It's a timing thing with the RTA payment. Houston production is over by \$26k. It's because we were supposed to pay that earlier in the year than we did.
 - o Runcie: At the next meeting we'll have July reconciliation and Quarterly BAV. Do we want Q2 isolated or Q1 and Q2?
 - o Kurt: Group quarters not by fiscal year but by seasonal spend.
 - o Norton: Reporting by quarter doesn't make sense the way we spend per season.
 - o Kurt: I would like to nominate Tyler Newman to be the new treasurer.

- o Clarkson: Second
- o All: Passed.

- Other

- Outerbike
 - o Clarkson: Has Ashley given us a booking pace?
 - o Runcie: 200 people signed up right now. MTBR email with incentive to sign up. We should put out an email to everyone who has signed up to book lodging.
 - o Outerbike wants 300, Norton wants 600. 400 sounds reasonable. Outerbike will hit their goal, and we're halfway there 6 weeks out.
 - o Runcie: I'll check with mark on lodging pace. He does most of the logistics. Ashley is focused on the public lands fight right now.
 - o Clarkson: Can we get an Outerbike banner up on the fence? What about the bridge over Gothic?

| CBV | | | |
|--------------------|-----------|--------------|--------------------|
| Row Labels | Quantity | Total nights | Reservation Totals |
| Event - Outerbike | 10 | 36 | \$5,559.00 |
| | | | |
| GCBR | | | |
| Outer Bike | 2 | 7 | \$477.75 |
| | | | |
| Grand Total | 12 | 43 | \$6,036.75 |

- Meeting Adjourned: 8:53am

trailQuest plan

- CB News ads & updates
- Gunny Times “ “ “
- Meander effort
- mtbhome
- CB Devo, Amy Nolan
- Bike Clubs' outrach

- Coasters
- Shop pads
- Front desk pads
- Influencer pads
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