



Monthly Meeting of the GCBTA Board of Directors  
July 14, 2016 at Crested Butte Chambers

Directors in Attendance: Kurt Giesselman, Ryan Johnson, Gary Pierson, Scott Clarkson, Jeff Moffett, Leia Morrison, Ken Stone

Staff: John Norton, Laurel Runcie, Daniel Kreykes

On Phone: Rebecca Filice

7:31AM—Call to Order

**Motion** to Approve June Meeting Minutes

1<sup>st</sup> Stone

2<sup>nd</sup> Johnson

Unanimous Approval

**Director's Report**—Norton

*Gunnison-Crested Butte Reservations*

- We have inventory in Gunnison.

*Mountain Manners*

- Rocky Mountain Biological Lab says things are good in Gothic.
  - o Lab has ambassadors “patrolling” this summer.
- Gunnisoncrestedbutte.com and mtbhome.com have mountain manners themed posts—“Poop Talk” blog post is published, driving through meadows post will debut this summer.

*July 4<sup>th</sup> Weekend*

- Crested Butte Chamber reported that visitor numbers were down (Chamber counts heads, so it's not the most reliable reporting).
- Reaman said things didn't seem less busy as did lodges and businesses.
- We don't yet have an official report for visitor #s.
- Stone – Mt Crested Butte is not as max'd out as people would think over the holiday.
- Gunnison 4<sup>th</sup> of July – extremely busy in Gunny but some businesses were closed on Sunday and Monday.
- Gunnison paper featured an article about restaurants having problems staffing this summer
  - o Less staff/over-worked staff can lead to poor customer service.
- Pierson will look into university students leading a customer service training exercise.

### *Mt. Crested Butte Tax Admission Grants*

- The TA will request approximately \$250k for winter marketing.
  - o Air Command/Air Alliance/RTA/CBMR support this request.

### *Destimetrics*

- It's hard for us to plan for the future for Gunnison because the properties are not reporting regularly and properly.
- Norton discussed with Russ Forest reimagining Gunnison as a resort community.

### *Outer-bike*

- It's a go for the third weekend of August 2017.
  - o Event is three days long (Thursday-Sunday).
  - o Shooting for 1000 people (international attendees, consumers, etc.)
  - o Riders will have lift accessed trails for demo riding.
    - (Reaman should write a piece in early summer announcing event to make sure second homeowners are aware and may stay in town longer).

### *Group Discussion:*

- o What other mountain biking focused events can we plan next summer?
- o Western has a mountain biking camp that they'd like to grow. How can we promote this?

### *One Valley Prosperity Project*

- OVPP allocated 20k for TA to create "Why You Should Move to Gunnison-Crested Butte" presentation.
  - o TA will upload this to [www.gunnisoncrestedbutte.com](http://www.gunnisoncrestedbutte.com).

### *Community Flights Update*

- CBMR will hire Moffett to represent marketing arm of air program and collaborate with Kent Myers who is the RTA consultant.
- Board to brainstorm about potential candidates for Moffett's replacement.

### *Crested Butte Mountain Bike Association*

- Norton's are hosting a fundraiser = ride + pig roast.

### **President's Report—Moffett**

- Moffett looks forward to working with GCBTA and Kent Myers as marketing consultant.
- Joint CBMR-TA air marketing meetings have begun.
- Subjective assessment and hearsay about early July visitation, points to more money from fewer people.

### **Finance Report, 2016 Budget—Giesselman and Runcie**

- (handouts) Front page orientation is not net balance and does not include a \$50k advance from the LMD.
- Annual best practices: Finance Committee will draft new budget in August or September each year. There will be a budget revision “mid-year correction” in the middle of the year.
- Board will have a budget variation report each month.
- Finance/Budget Committee is Morrison, Giesselman, Runcie and Kreykes.
  - o Stone may be a part later, but was not a part of our August meeting.
- In KSV, we're beat out by Whistler, Park City, and Moab. We're on par with Fruita and seem to be edging them out.
  - o

### **Motion to Approve Budget Revision**

1<sup>st</sup> Morrison

2<sup>nd</sup> Pierson

Unanimous approval

### ***Event Updates***

#### ***3D Archery***

- Clarkson: Do we have marketing \$ to support this event?
- TA is already pushing that weekend on social media because there's a dip in Houston service.

### **Motion to reallocate up to 5k for 3D Archery event promotion**

1<sup>st</sup> Giesselman

2<sup>nd</sup> Morrison

Unanimous approval

### ***Blue Mesa Beach Bash (August 20)—Runcie***

- Sponsors include Tito's and Third Bowl.
- Tickets sold through GCBR.
- It's going to be a busy weekend for Gunnison with car show and *Craved-Up Colorado* event.
- This is the first time the NPS issued a permit for a party at the mesa where booze will be served..

### ***One Good Weekend Festival(Sept. 9 – 11)—Runcie***

- CBMBA is organizing.
  - o They're sending invites to beer sponsors and looking for bands.
- Theme: “A music and beer festival for people who like to bike”.
- Tickets will be sold thru GCBR.
- There will be a Strava racing element.
- There will be live music performances each night.
  - o The music budget is \$12k.

### ***New Business and Updates Cont.***

#### *ONE GOOD RIDE MTB Series—Runcie*

- Hartman Rocks Ridge Trail Episode pre-roll debuted on Teton Gravity Research.
- Buttery shot 9 additional trails before July 4.
- Sharing these predominantly via social.

#### *Ski Report—Clarkson*

- 53.9m skiers in U.S. last season (+26%)
- CBMR unit sales grew
  - o Feb + March were up for CBMR this year.
- Snowboarding is on a gradual down trend.
  - o CBMR and Burton will meet about improving the boarding experience and make it more accessible.
- Colorado Ski Country saw 7.4M ski visits this year.
- New record this year with 13M visits = Colorado Ski Country + Vail

#### *Google Search Volume—Kreykes*

- We lead our competitive set in fat biking, fishing, wildflowers and Nordic searches.
- Analyzing search volume helps us target our blog posts and other content.
- Data: May 2015 – May 2016 compared to May 2014 – 2015.
- Key Search Volume: we're beat out by Whistler, Park City, and Moab. We're on par with Fruita and seem to be edging them out.

#### *Guest Research Project—Runcie*

- Visitors give their contact info, answer questions (where they're from, what brought them here, activities etc.).
- Survey spots are Snodgrass, CB, Gunnison.
- Runcie will send survey to board.

#### *Gunnison Main St. Project – Morrison*

- Revisions to the original plan are in order because some Tomichi businesses are concerned about accessibility.
- Reducing the width of Gunnison road lanes down to the national average has been approved.
- Applications for state funding are due the end of July.
  - o Projects include bike lanes, entry features, reducing width of road lanes.

#### *Resolution 01-16—Runcie*

- Grant agreement funding the signage project is between GCBTA and the State of Colorado Department of Natural Resources Division of Parks and Wildlife.

#### **MOTION** to Approve Resolution

1<sup>st</sup> Giesselman

2<sup>nd</sup> Clarkson

Unanimous Approval

*CBMR Adventure Center—Clarkson*

- #s are down
- Rain over July 4 didn't help with lift serviced activities and there were electrical problems in June.
  - o These losses can be made up the rest of the summer.
- Does the adventure center need another activity?

Next Meeting of the GCBTA Board of Directors is Thursday, August 11 at 7:30AM at WSCU