



Directors in Attendance: Kurt Giesselman, Ken Stone, Tyler Newman, Gary Pierson, Scott Clarkson, Wynn Williams, Ryan Johnson

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

Start time: 7:32

President's Update Kurt Giesselman

- We have a quorum.
- Approval of February Minutes.

Elevation Outdoors

Summary: We did extremely well on this competition.

Discussion: How can we leverage this via PR? How can we work better as a north/south valley team next year so we don't outcompete ourselves?

Follow-up: Get this out in the PR realm. Communicate better voting next year.

Gunnison Trails and CBMBA

Summary: Dave Wiens leaving Gunnison Trails. How can we bring the north and south valley organizations together?

Discussion: CBMBA felt slighted by the fact that a new director position was posted. How do we get Gunnison Trails to join CBMBA without the sense that there isn't any focus on the south valley?

Follow-up: Gary to bring up the ideas at the next Gunnison Trails board meeting. Kurt, John, and Gary to meet with Dave Ochs and CBMBA to start to talk things through.

Destimetrics

Summary: January +41% on revenue due to huge occupancy growth.

Discussion: February numbers aren't in yet. Occupancy push will at first show a lag in ADR increase, but will eventually push up ADR.

Follow up: Forward on February numbers as they come in. Look to tax receipts to see the same pattern of growth.

Air Update

Summary: How can we reel in the million plus payout the RTA is facing?

Discussion: No more Chicago, leave Dallas alone or moderately increase, downsize Houston to holiday only, fight for Denver. On west coast, we can go with LA and SFO twice each per week with Alaska Airlines. This will still cost us. Another option is to request pricing for Phoenix through American.

Follow up: Update next meeting on the air command meetings. See where pricing from Alaska and American come in.

Partner Funding Rubric

Summary: How do we evaluate and quantify requests for funding?

Discussion: We narrowed down factors that affect our decision-making process and standardized them into a rubric. The 5 most important factors include; Has potential to bring visitors, Aligns with TA strategy, Gunnison Valley competitive now or could be in the future, measureable ROI & efficient use of \$, and are they a responsible partner.

Follow up: Begin to measure current programs with the rubric. All future asks to be run through this standardized process.

TGR, TrailQuest

Summary: Signed contracts for TGR and TrailQuest. CBExtreme App launched.

Discussion: Use TGR to promote the Apps. PR opportunities with TrailQuest, economic development through tourism. TrailQuest launch date set for the Growler weekend.

Follow up: Press release on CB Extreme. TGR to release info on CBExtreme. Work on PR leading into TrailQuest launch.

Mt. Crested Butte Funding Request

Summary: Mt. Crested Butte grant application submitted for Outerbike marketing.

Discussion: 40k ask to supplement our 40k match.

Follow up: Will be presenting on March 21st.

Reconciliation

Summary: We have funded our reserve account through Bank of the West.

Discussion: Are we in a place where we can go from cash to accrual? Maybe once we get the budget finalized.

Follow up: Report back from the finance meeting.

Budget

Giesselman would like to entertain a motion to approve the amended budget.

Budget approved.

Adjourned 8:34 AM