



Monthly Meeting of the GCBTA Board of Directors  
March 10, 2016 at the Crested Butte Chamber of Commerce

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

On Phone: Brian Barker

Staff: John Norton, Laurel Runcie, Rebecca Filice

7:35AM—Call to Order

**Motion** to Approve February Meeting Minutes

1<sup>st</sup> Johnson

2<sup>nd</sup> Stone

Unanimous Approval

**Director's Report**—Norton

*Destimetrics*

February—ADR +13%; +9% Occupancy; Revenue +22%

- Skier days up +4% and spend per skier is up approximately \$12.
  - o Resort services mostly likely responsible for this.
- Three Rivers will no longer participate.

*OVPP*

- 1 month till launch – summer crowding issue has legs.
- Sue Wallace applied for state grant to fund printing of Gothic camping map.
  - o Rangers will enforce designated camping areas.
- Russ Forest asked Norton to develop a plan to attract people to move to the Gunnison Valley.
  - o Quality broadband needed and consistent air service.
- TA signage project will continue to support backcountry management.

*Gunnison Rising*

- Keystone Group – to support Gunnison Rising w/ tax incentives.
- Norton does not support development—community not innovative, sub-division style that doesn't fit community.
  - o Gunnison Rising public discussion on March 30.

*RTA Retreat – Future Air Planning Meeting*

- Presently no agenda, outline of discussion plans/goals/outcomes etc.
  - o Does the TA have a bigger pot of money in the next few years?
- Chairman of RTA and Moffett aren't invited.
  - o Attendees: Scott Truex, Paula Swenson, Rick Lamport, Norton, Morrison, Erica Mueller, Ethan Mueller, Scott Clarkson.

### *Mountain Travel Symposium*

- Ski Resort Capital Spend/Capital Comparison—"attraction capital" and "maintenance capital"
  - o How does CBMR's investment compare to Telluride, Jackson Hole, Aspen, Sun Valley?
    - Capital Spending in Ski Communities last 10 years
      - Telluride \$45M
      - Jackson \$60M
      - Aspen \$100M
      - CBMR \$2M
- Norton to present Emergency Response from Communications Perspective.
  - o Discussion point: Gunnison Valley does not have concrete communications plan.

Clarkson: Telluride to redo a lift in the next few years "Plunge lift" to be a high speed lift. 4M ski lift spend.

### **GCBR—Runcie**

- GCBR hit season sales goal in late February.
  - o Large portion of sales on airfare which TA does not receive commission on.
  - o Greater # of bookings in Gunnison at 60%
    - Best performers Holiday Inn and Econolodge
  - o 75% of revenue from CB/Mt. CB—Gunnison has cheaper price point.
  - o Gunnison getaway ticket sales down versus last year by 36% – approx. tickets sold.
    - 1000 tickets sold this year.
- Some GCBR partners are resisting summer participation believing they don't need GCBR.
- Norton, Filice, Michele Schmidt to meet in April with GCBR partners.
  - o Discussion point: Do Gunnison lodgers have a chance to raise rates?

### **Air/Customer Service**

#### *Air—Runcie*

- Airfare sales pacing down because season is ending
  - o 324 passengers sold
  - o 85k spent on buydowns
    - Dallas is biggest market with 70% load factor.

#### *American Airlines Financials – Moffett*

- 56% load factor in January
- \$55k revenue short fall
- Do we have too many seats in January? We have to maintain our January capacity.
- Moffett to attend air marketing meeting – focus being move away from buydown.
- We don't need to pay American this year—third year in row.
- RTA is only guaranteeing Houston next year.
- Alaska \$200 – \$225k payout.
  - o Alaska excited for next season. Good partner for CBMR. Better than legacy carrier partnerships.

#### *Airport Cancellation – Runcie*

- 33 redeemed mostly at Mario's.

#### *Guest Service—Runcie*

- Potential opportunity for guest intercept study
  - o Guest Research Inc. submitting proposal. Runcie will follow-up with board after reviewing proposal.
  - o TA has ended relationship with Managing Results.
- Norton to lead next sessions?
  - o Main theme to ask business owners, what's their biggest issue and what will make a difference? Thorough follow-up/homework needed.

#### **President's Update—Moffett**

- TA's purpose is to enhance visitor's experience—signage, guest experience training—the more people have a positive experience, the more repeat visitors.
- Big picture: 1000 seats down in December but we caught up.
  - o Marketing efforts were good and Cen Rez outcomes positive.
    - How can we do better next year?
  - o Los Angeles is a go next year and we have time to pre-plan.
- How can we schedule air service near times of year that can handle growth—Sept, Oct.
  - o Houston flight after Labor Day.

- Moffett and Runcie met with a former United employee. He shed light on the challenges UA faces and how maintaining relationships with UA is difficult given some much turnover. He also offered some scheduling insight for Chicago. They will meet with him again.

#### **Financial Report**

- LMD paid TA till February.
- Mt CB. grant added to budget.
- TA will be billed for LA buydown in April.
- Giesselman and Runcie refining budget reporting so that accounts are consistent year to year.
- Morrison will join finance meetings in August.
- TA to submit budget to LMD in October.

#### **Updates/Old Business**

##### *Gunnison—Morrison*

- CDOT grants available for Tomichi Avenue – bike lanes, pedestrian friendly medians.
- Summer 2016– sidewalk plan for Main St. to create patio space for restaurants.

##### *Archery Event—Johnson*

- Rinehart not communicating with Johnson most likely because trade season has started.
- Clarkson and Johnson are brainstorming about a new title sponsor.
- Should TA put more \$ in prize purse? First place \$5k in some contests? Will this get Rinehart's attention? Potential for a reoccurring event.

##### *Crested Butte Bike Week—Runcie*

- How do we bring higher profile events to bike week? How do we enhance events we already have?

- DEVO Crested Butte will host junior events this year including DEVO Boulder and Durango competitors.
  - More family focused events may lead to long weekend stays.

#### *Warren Miller/RMSP+—Clarkson*

- CBMR waiting to see when Aaron Blunck will be back in town—WM wants footage of him and Wendy Fischer.
  - A rough edit will debut in July—CBMR will have some edit control.
  - CBMR to sell product at destination shows—LA, San Diego, Denver shows.
- Rocky Mt. Super Pass +
  - Participants CBMR, Copper, Winter Park, Steamboat etc.
    - Super Pass growth exceeding Epic Pass.
  - RMSP+ visitation for 2015-2016 was 27.5M down 12.5% from LY.
    - Two factors, better snow in Front Range, Steamboat, Copper, Winter Park.
    - Curiosity factor likely at play in Year 1, 2014-2015. Still a very strong showing.
    - RMSP+ holders are applying a strategy to their CB trip, coming during holidays when traffic in Front Range is at peak. CBMR is the solution.
  - CBMR will participate for another 3yrs.

#### *Outerbike – Clarkson*

- Organizers will visit CB in March/April.
- Norton will attend Outerbike in Moab to look for partners April 1 – 3<sup>rd</sup>.
  - Norton will distribute MTBHome socks, pints, posters, stickers.

#### *SUP Event – Norton*

- TA waiting on permits
  - \$250 weekend entry fee for participants.
    - Events will include food, music, competitions, SUP golf etc.
    - Paddlefit obstacle course possibly.

#### *CBMBA—Norton*

- Norton led retreat to define vision/mission, short and long-term goals.
  - Good changes to come!

#### *Gay SpringFest—Runcie, Filice*

- Marketing: Google Adnetwork, Social Media: Facebook, Instagram
  - \$2k investment target markets of Dallas and Denver.
- Inn at Tomichi Village is 50% full and events are open to the public.

#### **Summer Marketing:**

- TA has 35k to spend this summer on Houston marketing.
  - + Funds from RTA + \$20k from Mt. CB, + federal grant \$90 – 100K= total budget.
- Millennial focus with content marketing, advertorial and social.
  - Hill-Aevium to do media buying, Buttery creative.
- New Summer Markets:
  - New England possibly, LA as well—CBMR to share mtb fly marketing study with TA.
- Hulu video targeting drive market + Houstonmillennials.
- 16<sup>th</sup> St. Mall/Union Station marketing—billboards and bus wraps.

- Backcountry Bike Academy to participate with demo bikes and obstacle courses.

#### **New Business**

- (Runcie) New MTB event in conjunction with Mt. CB Chili and Beer event Sept. 9 – 11.
  - Chili and Beer has room to grow by 300 people.
  - Opportunity to apply for Mt. CB grant \$\$
  - Bike, music, beer fest.
  - Possibly partner with Starve—timed races at different venues.
- (Clarkson) Country music festival on mountain—probably August 27
  - CBMR asking for Mt. CB marketing grant.
- (Group Discussion) How do we build valley-wide calendar? Hire someone to find info, develop calendar?

Adjourn 9:27AM

Next Meeting Thursday, 4/21 at 7:30AM @ WSCU