



Monthly Meeting of the GCBTA Board of Directors
May 12, 2016 at Crested Butte/Mt. Crested Butte Chamber of Commerce

Directors in Attendance: Ryan Johnson, Scott Clarkson, Jeff Moffett, Ken Stone, Leia Morrison
Staff: John Norton, Daniel Kreykes, Laurel Runcie
Guests: John Messner

Call to Order—7:37AM

Approval of April Minutes

Stone moved to Approve April 21, 2016 Minutes. The motion was seconded by Johnson. Minutes passed unanimously.

Director's Update—Norton

LMD Meeting

Norton reported the meeting went smoothly. Mentioned that Jonathan Houck asked about whether an alliance might be a good idea for the ski area. Clarkson will follow up with Jonathan. Clarkson mentioned he plans to be the geographic epicenter of “collective passes” next year.

DestiMetrics

Norton reported that in April we were higher in Occupancy, but ADR went down. Summer has started to fill in. October is down, but we are booked so far out. Johnson mentioned that October will fill in after people get their hunting tags.

Summer Flight Booking Pace

We're currently booking ahead. Norton noted the takeaway that daily service is far easier to sell.

Community Calendar

Norton noted that this can be removed from the agenda. He and Kreykes met with Russ Forrest and key event planners in the valley.

Mountain Biking

Norton mentioned that he and Runcie both took trips to speak with mountain bikers in Texas. John met with Crazy Cat Cyclery. John is considering a bike shop FAM.

Gunnison Chamber Kick-Off

Remarks well-received. Norton said that we needed to shake the attitude of Gunnison as old, cold, and ranching.

Blue Mesa

We may have our first redemption.

President's Update—Moffett

Moffett agrees with Norton's update that daily sells better. But there are other factors as well. LAX is almost like charter service in that it's only every two days. Jeff sees that when Denver cancels Houston and Chicago drops.

Moffett has had a few people talk to him about VRBO/Air B&B. We don't have DestiMetrics for VRBO. Commercial lodging doesn't change with the big push to Vacation Rentals. Stone proposed a study of the number of beds on VRBO, Air B&B, etc. Moffett asked at what point we start trying to increase the ADR. Stone mentioned that they're having greater ADR growth in June/July, but that we're competing against ourselves here.

Finance Committee—Runcie

Runcie walked the board through the 2016 YTD Financial report submitted with the LMD report and explained the transition to accounts and classes.

Old Business

Gunnison Chamber Update—Johnson

Summer forecast meeting was good. The Block Party is scheduled for June 2. It's approximately from 3-10 PM. The new director is working hard to make contact with businesses. Morrison noted that education for Eric would be a good thing. Norton mentioned that the Summer Forecast lacked punch. Too many of the speakers droned on. Eric's remarks were strong.

WSCU Update—Pierson

Moffett referenced Pierson's May 6th email.

Summer Events

Archery—Johnson

Johnson said that running the money through West Elk Archers is the way. Runcie questioned the ROI of spending \$10000 on an event. Norton asked about a sell-out. Johnson mentioned that 400 is considered a success. Runcie asked if spending the money is the best use of funds. Johnson would like to make them happy to have them come back year over year. Norton asked about the CTA—it will be a GCBR phone number. Runcie will incorporate a \$5000 prize purse into the amended budget for the June meeting.

SUP—Norton

Brodie is not able to participate with us and event this year. Norton mentioned that a lot of river events have gone away and under. It's difficult to run a SUP through rapids. Very difficult. --Our purpose in the SUP event was to try to focus attention and fun on Blue Mesa. Messner suggested maybe adding to an existing opportunity like the Gunnison River Festival. Norton will tell the river guys no. Run with Courtney in 2016 and then Brodie and Courtney in 2017. Morrison mentioned that giant inflatables visible from the highway would bring people in.

CBMR—Clarkson

Engaged Alison Yeary (talent line-up for Live! From Mt. CB) to help with the August concert. She's going to make this happen. August 18, 19, 20. August 25 or 26. The goal is to keep Mt. CB hopping for at least another week before people head back to TX. We could potentially get a \$30,000 talent.

Employee Benefit Distribution—Stone

Ken has done legwork for Houston.

Nordic Inn Fat Biking Grant—Stone

Fat Biking grant at Nordic Inn of \$15k was 246 room nights. ADR was \$151 for the package. This also includes people who came in for the FBW. 71% occupancy of that week during FBW filled the hotel. 615 guests came through the program. Longer length of stay because they both skied and biked. 1230 total guest days associated with fat biking. Tax result were \$23,600. Many of the people who came were on the SuperPass. 60% of people were first time visitors. 80% will be back this summer to bike. Guests were from places like Boulder, CO Springs, etc. They plan to bike in the morning, ski in the afternoon. Mostly drive market folks. Norton mentioned that everyone is going fat.

New Business

Summer Marketing—Runcie

Hulu commercial. One Good Ride video series. Hill doing the buying. Buttery doing the creative. Stone shared that the Spot Adventures social media program will be covering the West Maroon Pass Hike. Aspen Ski Company is bringing media. Stone will coordinate with Filice.

Air Buydown Policy Discussion—Moffett

Policy discussion is ongoing. Moffett questions some of the budget is being spent incorrectly. We bought down \$160k worth of seats on AA which ran into the black. We didn't actually buy down that many seats. Stone said that the two reasons we started buydowns was that we had to spend marketing dollars on buydowns and because we paid for the seat no matter what. Stone agrees that we need to use it more targeted. The TA put air travelers into independent properties for the first time. Norton's concern about the buydowns is that our only message was that we're cheap. It's necessary for us to be out in the market with more than just a price offer. The next step is for reps from CBMR and the TA to sit down and talk about tickets. Our \$80k spend returned \$40k to the tax revenues.

Airport Cancellation/Delay Recovery for Summer

Moffett mentioned that the program was a good first-year program. Runcie reported that Rick suggested possibly going up to \$35. Norton thinks that we're already so generous compared to the airlines. Clarkson thinks we should go with \$30.

Ultra Peak March week (3/13-20) prep/customer service—Clarkson

We are set up for a big week March 13-20. We've spoken about customer experience. But this is going to be a nightmare. We may not have enough ski instructors or rentals for that week. What do we do about restaurants? Johnson asked if we should recommend restaurants limit their menus that week. Involve the chambers.

KBUT Kampout—Norton

We haven't done much with the arts. We see mountain sports as a way to drive visitation. Less so with the arts. The KBUT Kampout reached out for \$3000. They hope to get 1000 people. Should we go in this direction? Can we help promote the event? Does it bring people to town? Morrison observed that if it's advertised correctly, it can bring people in. Staff will find money in the budget to work with KBUT.

Gunnison City Update—Morrison

Met for the first round of candidate interviews for City Manager. The contract will be signed by July 4. They are down to semi-finalists. The temp candidate did not apply, as was decided when he was hired. May 26 is the Tomichi and Main work session for Complete Streets. CDOT is coming forward to help make a positive change in support of the city. One of the first phases will be parking-protected bike lanes.

Meeting was adjourned at 9:28 am.