

TA BOD Minutes
May 10, 2018, 7:30 AM
Crested Butte Chamber Meeting Room
Call-in: (641) 715-3580; 835905#



Directors in Attendance: Kurt Giesselman, Tyler Newman, Scott Clarkson, Ryan Johnson, Gary Pierson

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

On Phone: Wynn Williams

Public: None

Kurt Giesselman calls the meeting to order at 7:34 AM.

Approval of April Minutes

Ryan moves to approve April 2018 minutes. Tyler seconds. Minutes approved.

Public's comments

None

Update from May 8 LMD Presentation

John couldn't be here for a medical appointment. The whole staff was at the meeting. We were well received by the BOCC. We had complaints from Mike Dawson on our mountain bike spend. They want to see us promote small non-profit events. Kurt thinks the real outcome of that is to have a discussion with the commissioners to talk about how we can get the general populous to understand what our mission actually is. Should we begin some outreach and education? How do we teach everyone that our main goal is to grow revenue for overnight stays? There seems to be a misconception that we are here to fund events. Two of the three commissioners were not super into the grant cycle. We had a good sense that the grant cycle would cause negativity. The staff thinks it is a good thing. It is a much more transparent way of doing things. It seems like it is compressing the issue into a shorter time frame than the old way of talking to groups throughout the year about funding. The staff is meeting on Monday to go over the first attempt. Maybe we can be more forward about what we expect. Kurt thinks it is going to continue to drive complaints. There will always be people that want to do their events during the summer. What if we named it the "Off Peak Tourism Grant Cycle". The commissioners did suggest that we discuss this at our strategy retreat. We left it lose in hopes to get some out of

the box ideas. This gave some people false hope. We need to frame our guidance so that we are getting more focused applicants. One of the conversations that came up during our presentation is that sure the TA's mission is to drive lodging revenue, but who is responsible for bringing vibrancy? The commissioners did not seem to think that was our job.

Updated Bylaws (document emailed to current board members on April 13, 2018 titled "GCBTA Bylaws proposed revisions 8-1-2016")

Can't vote today because we mis printed the new bylaws and had to fix the mistake. We have sent the updated document to the commissioners and board. We have to wait 2 weeks from the change before we can vote. We will vote via email.

Note, these must be approved by 2/3 majority of the Board (not just the members present)

General Data Privacy Regulation Compliance Plan

EU regulation that goes into enforcement on May 25th. It has to do with how we store and use data for people living in the EU, including emails. Does anyone have information on how their organizations are working through this? Kurt's opinion is that the TA is somewhat under the radar, but we are actively making sure that we are taking care of this. We have been working hard and can show a good faith effort to make it right. We have run into issues with GoMaps and Derrick Nehrenberg who made CBGTrails for us. He has been resistant to complying. He holds that we are only keeping their data when they are in the US. We do however have email addresses. He thinks the hours and coding to get it compliant will take a LOT of time and money. Can you identify a non-compliant vendor and separate yourself? We could amend the draft and ask all vendors to comply and identify those that are non-compliant. We don't have to vote on this today but need to next week. You can identify those that are non-compliant and show that you are looking for another vendor that is compliant. It is GoMap's app and they hold the data, not us. We may lose some of the old database unless they opt in. The old way was to send emails until you opt out. Now you have to opt in. Email vote will be next week.

Finance Committee

2017 Audit

Any questions about the Audit? It went very well, no surprises. Extended our 990 to August 15th because the auditor is doing other audits.

2018 Q1 BAV and Variance Narrative

Nothing to note.

Other Business

Outdoor Industry MBA at Western. Peter Sherman the Dean of the business school met with Andrew to discuss it. They are the only program in the country. Gary forwarded the email from Western to everyone on the board. It will be a combination of current faculty as well as adjunct faculty. It is a 2-year online program. Will have a course heavy focus on the front end and then more experiential on the back end of the program. Still has to get accredited, Gary will keep us all updated as things evolve. RMBL is working towards a more year round focus. There could be potential to get Western and RMBL to collaborate on something there. There are also great collaboration opportunities with the ICELab.

ICELab and TA are collaborating on the economic development. How do we make sure that we are attributed to the effort? The scope of work outlines who is doing what and who is responsible for what. We will forward this to the board. The TA is more focused on the external stuff, so out of valley outreach and website. Need to make sure that the BOCC is on board with that.

Colorado Tourism Office Regions

The Colorado Tourism Office is working to create new regions of the state. Originally, Gunnison-Crested Butte was lumped in with GJ, Montrose and Delta. After the meetings, it looks like we will likely be lumped in with a huge western slope group that includes the San Juans as well.

Air Update

Next winter is starting to come into focus. We had more seats last winter and we are likely going to be losing seats this coming winter. What is currently loaded in the airlines is down 13%. When we look at what our requests are, we would be down 10%. We don't know what the cap is for American yet. American down on the 3rd trip on holidays and extra trips early season. RTA's request is that Houston would drop off after TX spring break. Asking for 3rd daily flight from Denver during peak times. We have to drive up loads before we can raise seats. Kurt's comments are that we should continue to drive Denver load factors and more daily.

Upcoming email votes

Bylaws vote 2 weeks from Tuesday.

GDPR in the next week.

Updated Privacy Policy which is the new cookie opt in software, it mirrors our old ones, but want the board to vote on the new one.

This will be our last regular meeting until July. Kurt will republish those dates, the first month of each quarter. 2 day budget meeting in August. We will have a two day strategy retreat in June, please fill out the doodle poll so that we can get a date.

Close meeting at 8:48