



**Directors in Attendance:** Kurt Giesselman, Ken Stone, Tyler Newman, Scott Clarkson  
**Staff:** John Norton, Laurel Runcie, Daniel Kreykes, Andrew Sandstrom, Jeff Moffett  
**On Phone:** Wynn Williams, Ryan Johnson

**Start time:** 7:32

### **President's Update Kurt Giesselman**

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

### **Winter Lodging**

**Summary:** Destimetrics and municipal results differ from County Tax Receipts.

**Discussion:** County says -2% whereas Destimetrics and municipalities are saying up in the teens. There could be an issue with the data that the County currently has.

**Follow up:** Check with county on numbers and report back.

### **Winter Airlines**

**Summary:** We flew fewer people in all markets.

**Discussion:** Chicago and LA are on the chopping block. Plan is to make up those seats in Denver, Houston, and Dallas.

**Follow up:** Why is the RTA trying to carryover so much of their airline money? They are exposing themselves to very minimal payout when 900k is set aside for airlines.

### **Summer Destimetrics**

**Summary:** We are the outlier just like in winter.

**Discussion:** Our prebookings are extremely strong behind continued discounting. Our competitors are up only slightly in prebookings but their rates are growing considerably.

**Follow up:** We don't tend to book out as early as our competition. How do we teach properties to drive rates up during the busy times?

### **Summer Airlines**

**Summary:** Houston and Denver not doing well.

**Discussion:** United cut the second flight from Denver down to mid-August.

**Follow up:** Continue to do what we can to push summer air. Will be meeting with CBMR to work with them towards this goal.

### **TGR Opportunity: MTB Movie**

**Summary:** TGR pitched us on being a part of their mountain bike film.

**Discussion:** Filming would be this summer. We would be the only Rocky Mountain shoot location. Filming here for 4-6 weeks.

**Follow up:** Board is good to move forward with pursuing this. We will present the deck they send at the next meeting.

### **Conservation Corps & Mountain Manners Support**

**Summary:** We put 5k in support of both the Conservation Corps and Mountain Manners.

**Discussion:** These are good initiatives, we just need to make sure that they aren't billing us for people. Our funds are for marketing.

**Follow up:** Make sure that these programs are spending our money the way it is intended.

### **Chamber Update**

No appetite in the north end to collaborate with the south end of the valley. There is interest in

the south to collaborate with the north.

### **Bike Club Update**

One valley wide organization not going to happen.

### **Outerbike Update**

Up to about 98 registrations, on track to beat Moab spring. Marketing is only starting to ramp up.

### **REI Update**

REI is pushing bikes, women and bikes, and women. TGR will be making some introductions with the REI folks. We would like to explore possible partnerships with them. Outerbike seems like a good fit for them. Can we get them to shoot out here?

### **Media Visits**

Most visits coming later in summer and into the fall. Outerbike has huge interest. Have interested writers for fly fishing. Working on December FAM with Eric Larson, a polar explorer.

### **Other Business**

Do we want to commit annual marketing dollars to Biery-Witt? Should we have Woody Sherwood here to present? The board wants to emphasize that we cannot sign multiyear agreements.

### **Financial Committee Review Process of Policy**

The major changes are keeping records 3 instead of 2 years. We are now on accrual accounting. No cash disbursements, no cash receipts. A motion to adopt the updated procedures for how we run accounting. Motion adopted.

**Adjourned 8:51**