



Monthly Meeting of the Gunnison-Crested Butte Tourism Association Board of Directors

September 15, 2016 at Crested Butte Chamber of Commerce

7:35AM

Board of Directors: Ryan Johnson, Scott Clarkson, Kurt Giesselman, Leia Morrison, Gary Pierson, Ken Stone

Guests: Drew Holbrook and Keith Bauer of Crested Butte Nordic Center

Staff: Laurel Runcie, John Norton, Daniel Kreykes, Jeff Moffett, Rebecca Filice

### **Crested Butte Nordic Center**

*Financial Multi-Year Profit and Loss Report—Bauer*

- 12% growth since 2009 and no debt
- set some funding aside for capital and operational reserves
- capital campaign for building expansion

*Stats—Bauer*

- Nordic center believes they are the only Nordic Center in country that offers free skiing for kids 17 and under
- 1,640 visiting event participants in 2015/2016
- 6,000 visitors total last season
- Center will host Nordic championships in February
- 467 diners at yurt dinner last season with some visiting CB just for the yurt dinner experience

*Marketing—Holbrook*

- Grow Summer Traverse and Alley Loop
- Center trademarked Nordic Ski Capital of Colorado
- How TA's funding was used for:
  - Photo/video content is ready to use this season
  - 60k people viewed Alley Loop drone video
  - Prize purses for Summer Grand Traverse and Alley Loop
  - Funding to promote social media
  - 27% of Alley Loop participants came from outside the valley
    - Mostly Front Range
  - 900 people came to town for Alley Loop

- Summer GT grew this year from 200 to 300 participants
  - Goal 1000 – 1500 people for Winter GT and Summer GT

Clarkson: Did Nordic see an impact from Rocky Mt. Super Pass?

- Bauer: If yes, we didn't see it.

Giesselman: Winter needs help. What are your plans to grow winter?

- Holbrook: We're nearly maxed out for winter events. We're looking to grow the Gothic Mt. Tour and marketing it to Grand Traverse racers and using that email list. The Thanksgiving camp hasn't seen too much growth year/year. Maybe 60 people come to town for the camp. He is cross promoting the camp with the Alley Loop email list. It's not in Drew's plan to throw marketing \$ to these events.

Giesselman: From your perspective current Nordic events are maxed out. We got to figure-out what else we can do for winter. Winter needs help. There are two winter sports that use similar types of trails, so why do fat bikes not work for Nordic trails?

Bauer: I met Nordic skiers from Ketchum, ID and asked why they weren't at Boulder Mt. Tour and here instead? Because you're the Nordic Ski Capital of Colorado, that's why we're here. I'm seeing these people show-up.

- We (Nordic Center) surveyed members asking if they want to see anymore trails on system open to fat biking. 76% said absolutely not. This is a very challenging thing for us (Nordic Center). Surveyed Nordic centers in Aspen and Telluride found that the two are not compatible and fat bikers are developing separate trails. Members concede to another dog friendly trail that's also open to walkers. Every Nordic resort I've talked to found that fat bikers do not police themselves. If it's soft, bikers don't get off trail.

Giesselman: I didn't get a survey this year, but I got my pass. I've talked to a lot of people. You're surveying a select group of people. In my mind, there's a skewed answer. You'll get a different answer from most of the community. We can increase signage and continue the mountain manners program to fat bikers. Fat biking is so new on the curve that I would agree people are sometimes on trails they shouldn't be, and some don't do their homework on the weather. What I'm concerned about is not how we find a way to have multi-use trails, it's how we share the land. Step back and rethink how fat bikers ride on trails, avoid riding on skate skiing trails. CBMBA and Nordic are having discussions and walking away frustrated.

Stone: Where it is successful, there is a lane for fat bikers that's separate from skate/Nordic skiers. If there are places that do that, let's look into it.

Bauer: People who offer easements don't want bikes going across their land. It's a challenging snow pack. We have temperature gradient snow. It's grim grooming with a snowmobile. It's a lot of work.  
Norton: Are you opposed to CBMBA proposed grooming plan?

Bauer: I've heard that CBMBA would like to groom up some drainages, but I haven't seen the proposal. Nordic board will address winter travel needs. We're putting together a master plan, what do we want to do, to be the best Nordic center in the nation. We looked at more drainages because hybrid use was a waste of time because there are too many users. A comprehensive winter travel plan will benefit everyone in the long run. I don't think CB Nordic is attached to anything in particular, but if there's not a plan, they (members) don't want to move forward. What's hard for me is that everyone

thinks I'm super non-fat bike. I'm not. CB Nordic's mission is for Nordic skiing and snowshoeing. Does board need to change their mission? Just allow fat biking on trails? It's not quite that simple.

Giesselman: Heads in beds, I get more bang in growth curve from fat biking. It's more than Nordic. Events are drawing people here, growing more than other destinations, but fat biking is booming 35% a year (guesstimate). We want to be there in the beginning. We want to be known as fat biking center of U.S. These things get us in these diversified cross sections of people. The demographics for Nordic skiing are well to do, same with fat bikers.

*End of Nordic Discussion*

**MOTION** to Approve August Meeting Minutes (Giesselman)

1<sup>st</sup> Morrison

2<sup>nd</sup> Pierson

Unanimous Approval

Giesselman: Bench folks are probably saying no. Bauer says more are saying no, but I'm not sure about that.

Morrison: Winter travel management plan, is this a Nordic plan?

Giesselman: Approx. 11 different stakeholders. It's the snowmobile guys, silent tracks people, CBMBA, etc. Real problem are Nordic guys. Bauer is blinded by his own reports. I'm suddenly no longer on lists for Silent Tracks, and Janet and me both have passes and we didn't receive a survey. Has Bauer selected who he wants to survey?

Morrison: We need some transparency. If we fund, we need to have access to their reporting.

Giesselman: TA is a significant part of their budget.

Norton: Nordic asked for 25K from Mt. CB and they got 10K.

**Director's Report**—Norton

*Destimetrics*

- Norton asked Destimetrics how the math works because the denominator keeps switching
- How does the past data move so much
- Norton is waiting on an answer for why the historic #s are off and why lodging sales tax receipts are so far off from Destimetrics reporting
- Giesselman: What else did they get wrong?
- Morrison: How much are we paying?

Norton: About \$10,500. County pays. Angst by old board not sharing the #s, county started paying because it was hidden information.

- It's about a 3% increase in occupancy this year that doesn't make sense (Destimetrics reporting)
- Russ purchased a Daily occupancy report

Resort Update—Clarkson:

- Lift Loads +7% YOY
- Bike rentals +30% YOY

Runcie: (Signage) We are receiving pass-through federal funding via our CPW grant. That is requiring a lengthy procurement process to go under agreement. We cannot start our match until the contract is signed. We have the grant for three years though.

Giesselman: We need to do some competitive travelling to Park City and Ketchum

- Runcie and Clarkson in Park City in September

Giesselman: We need to keep focusing on Hartman because it has the easiest trails.

*CBGTrails.com—Norton*

- We let our foot off the pedal for electronic maps this year
- Grabbed me twice this weekend on the lifts that we didn't have a cbgtrails.com sign on resort
- Each year should be a new launch of cbgtrails.com
- Runcie: Use of app #s are up

*Blue Mesa Beach Bash—Norton*

- Lots of energy and fun
- We'll change a few things next year
- Scheduled August 19, 2017.
- Morrison: Participants weren't aware that TA sponsored the event

*One Good Weekend—Runcie*

- It was not a success and we won't do it next year
- Friday and Sunday were total flops (no one showed-up)
- Strava and guided rides went well and riders had a lot of fun
- Close to 100 tickets for Chili and Beer through GCBR
- Let's make Outerbike huge next year

*Group Discussion*

Giesselman: We talked about doing something with bike week. How do we take bike week to the next level? Schedule it when people are already here and trails are open?

Stone: Let's take a look at hotel occupancy and decide.

Johnson: Are we bringing in more/different people, or are they already here? That's not true growth.

Giesselman: I'd like to see a really big Gunnison event. Idea: shutting down Main St. and filling it with *Airstream* campers. Owners decorate campers. There will be food vendors, live music, etc.

Morrison: Gunnison river fest needs support. It could be a great event.

Winter event in Gunnison: Big Air on Main? Support Blue Mesa Skating event?

*Central Reservations*—Norton

- We did not have a great summer.
- There was little inventory
- Maybe next year we don't have Cen Rez in the summer
- Gunnison meeting went well
- Gunnison Getaway lift ticket pricing received well
- A few properties are having issues with electronic booking problems
- Runcie: first winter reservation with GCBR placed in July

*MT. CB*—Norton

- Awarded \$230k admission tax grant out of a \$250k requested

*FBW*—Norton

- Last weekend in January. Full demo day up in North Village
- CBMBA – did not get any grant \$ from MT. CB because its request was focused on grooming instead of the event
- World championship races may be on golf course this season

**Budget**—Giesselman

- We have a drop in the draft budget for public restricted income in 2017 from 250k to 230k
- August 2016—our cash on hand was 91k (the lowest in 2016) because of event expenses
- Let's allocate funds for Gunnison River Festival and Blue Mesa Beach Bash
  - We have an excess of 30K above cap. Let's split this between these events
- Accountants will add this report/format to Quickbooks then we'll have a real time variance report from Quick Books
- Let's put the 2016 budget revision to bed. Any other changes are variances to budget
- Stone: Reporting format is solid. We should continue to do some forecasting throughout year. You all have good handle on budget.

Motion to accept revised 2016 budget

1<sup>st</sup> Pierson

2<sup>nd</sup> Morrison

Unanimous Approval

*2017 Budget*—Giesselman

- \$100k in reserve, \$50k in contingency
- CMBR contribution is on restricted income
- Runcie: We'll have 167k at the end of 2017 to use in 2018 and 102k from 2016 to 2017
- Big expenditures are in September and October for TGR and Alaska Airlines in January

**MOTION** to accept draft 2017 budget as our proposed budget to be delivered to the LMD as submitted

1<sup>st</sup> Clarkson

2<sup>nd</sup> Morrison

Unanimous Approval

*Check Signatories*

- Morrison and Clarkson

**MOTION** to elect Ken Stone as Treasurer

1<sup>st</sup> Pierson

2<sup>nd</sup> Giesselman

Unanimous Approval

*Grant Application—Morrison*

- City of Gunnison will accept grant application TA may apply mid-October possibly chamber winter festival application or river fest.

*Western update—Pierson*

- Enrollment +8.3%
- +50% increase for grad students
- 2,842 student population grad + undergrad

Next meeting at Western on Thursday, 10/13 at 7:30AM.