



Monthly Meeting of the GCBTA Board of Directors  
June 9, 2016 at WSCU

Directors in Attendance: Kurt Giesselman, Jeff Moffett, Ken Stone, Gary Pierson  
On Phone: Scott Clarkson  
Absent: Ryan Johnson, Leia Morrison  
Staff: John Norton, Laurel Runcie, Daniel Kreykes, Rebecca Filice  
Guest Speaker: Melanie Hulbert

7:31AM—Call to Order

**Motion** to Approve May Meeting Minutes

1<sup>st</sup> Giesselman

2<sup>nd</sup> Pierson

Unanimous Approval

Guest Speaker: Melanie Hulbert, AVP for Academic Affairs, WSCU

Idea: Western is looking at hosting an executive leadership conference summer 2017.

- Theme: “Expedition Leadership: leading from behind”
- Executives will be in seminars and have time for recreational activities.
- Possible target audience:
  - o Outdoor retail corp.
  - o Houston executives
  - o Austin executives
  - o Silicon valley start-ups
- Potential Local Partners – ALA, West Wall

Board Discussion:

- What’s the goal? To showcase the valley? Earn reputation of hosting events of this caliber?
- Giesselman– This conference must set itself apart and not try to be another Aspen Institute. Invite a good mix of companies that aren’t competitors and outstanding speakers.
- Moffett– we may have to rely on Houston service to get execs here. Should Western host in July?
- Norton – few companies have time or see the value in conferences with just some training and mostly activities. The conference should have more emphasis on training. The best approach may be to find activities that align with training.
- Stone will to speak with ALA about conference and introduce Melanie.

## ***Director's Update—Norton***

### Destimetrics

- 23% occupancy, rank #8 of 18 in our competitive set
- 16% growth in occupancy, #7
- 15% growth in average daily rate, #1
- ADR is climbing 9-18%
- September + October are flat

(Our property managers are pushing daily rates up all summer long).

- Six month outlook (which includes November, but November bookings are negligible at the moment):
  - o On the books reservation activity, occupancies: +10%
  - o Going-forward average daily rates: +8%

(Stone: VRBO market more inventory this summer than last).

### GCBR

- GCBR isn't selling anything and there aren't e-bookings.
- Runcie: There's been 95 searches and one booking on new site. Lodgers haven't changed winter photos and there's no inventory available in Gunnison. Visitors are looking online but there's little available.
- Lodgers aren't enthusiastic about participating this summer. GCBR needs consistent participation and year-round inventory.
- Cen Rez poses opportunities for booking further in advance with a purpose driven visitor.
- Norton and Filice will work on Gunnison partners and ask for 3-4 day stays

### Air

- Summer flights: look great

### MTB Updates

- Growler: 350 racers each day = 700 total riders
- Outerbike – August 2017
  - o Owners are in town June 27. Norton will attend meetings with CBMR and owners. Outerbike is primarily looking for marketing support. Is CBMR in?
    - Stone: TA and CBMR should pursue admission tax marketing dollars for event.
- CBGTrails: App will be available in app store shortly. Nehrenberg will sell maps (hard copies) on waterproof paper in local bike shops this year.

### Air Command

- Consultants need to work more closely together. Members are waiting for Ethan Mueller to explain CBMR's position. There's little trust between partners and people are frustrated. The Crested Butte council wants to know the future of CBMR—thus far there's no commitment to spending marketing dollars.
- Kent Myers says no more buydowns because it's ruining brand.
- Clarkson: CBMR's budget projected to be 3.5M - 3.7M this year—that's up from last year.

### ***President's Update—Moffett***

- ADR – lodgers have to start making more money with less visitors especially in July.

### ***Finance Committee—Giesselman + Runcie***

#### **Budget Structure**

- Sections: income, admin overhead cost, air, projects, and major efforts.
- Actuals reported month by month as accrual, and as an annual report.
- Variance will be part of agenda each board meeting.
- Budget accrual structure will debut Nov 1.

#### **Reserve Account and Contingency Fund Policy:**

- Restricted Reserve Account:
  - o For extraordinary situations.
  - o A reserve of 90k is needed. The board will request a written commitment from the LMD about storing this fund. The 90K is roughly 5% of TA budget. Only the finance committee has access to this fund.
- Contingency Agreement:
  - o x \$ sits in unlabeled fund for extraordinary situations.
  - o Norton will have conversation with BOCC regarding policy and board will write memorandum and submit to LMD.

***\*\*\*Board to Approve 2016 budget revisions at July meeting.\*\*\****

### ***Summer Events***

#### **Archery—Norton**

- Rinehart did not ask for marketing \$\$.

#### **Blue Mesa SUP event—Norton**

- Courtney Burton of CB SUP will organize event.
- Event has a 22k budget.
- Activities include: food, live music, SUP Golf, Yoga, races.

#### **Beer and Bike (Chili + Beer) Update—Runcie**

- Sept. 10 – 11
- 75k budget
- TA to hire CBMBA to organize and run event.
- Beer vendors will attend both days, there will be a Strava contest (Idea: riders race against Dave Weins).
- Josh Futterman will manage event marketing.
- Event is restricted to CBMR this year because it's too late for permits.
- Norton will discuss with CBMR GCBR selling bike park tickets.

#### **Airport Cancellations—Runcie**

- Runcie will bring to next meeting new card with expiration date.

#### **Budget Allocation for Buydown Monies—Moffett**

- Possibilities:
  - o Daily Alaska flight.
  - o More capacity for Dallas.
  - o Chicago daily around holidays, 3 days a week in spring.

