



Monthly Meeting of the Gunnison-Crested Butte Tourism Association Board of Directors  
October 13, 2016 at WSCU

Directors: Scott Clarkson, Ryan Johnson, Leia Morrison, Gary Pierson, Ken Stone, Kurt Giesselman  
Staff: John Norton, Laurel Runcie, Jeff Moffett, Rebecca Filice

7:35AM

**MOTION** to approve September Minutes

1<sup>st</sup> Stone

2<sup>nd</sup> Pierson

Unanimous Approval

**Director's Report**—Norton

*Destimetrics*

- 20% increase in ADR
- Water Wheel Inn didn't report their September data
- Norton asked Destimetrics what happens when properties don't report
  - o Does Destimetrics go back and adjust last year's reporting? (Norton waiting on answer and will follow-up next meeting)
- Quarterly lodging tax collection may be our best metric to follow especially July–September when properties tend to report late
- Destimetrics, Norton, and Matthew Birnie discussed daily reporting—we're not going to get that—properties aren't consistent reporting monthly

*Lodging*

Norton will engage in property outreach this year, hoping to build some team spirit. Norton is working with CBMR to marry reduced lodging rates with reduced lift tickets to promote in Chicago + LA.

Stone—Expedia understands winter is dismal and summer and fall are growing. They are willing to share information about other DMOs—ADR, inventory, etc.

Runcie—CB Lodging awarded grant from MT. CB for advertising in LA, Chicago, and TX. CBL is using GCBR as the CTA in destination markets because GCBR can book airfare, lodging, lift tickets, and everything else, too.

*Air Report*—Morrison

The Air Alliance board will disband the end of December. The \$30k left over from their budget will be split between the TA (for direct mail), and Air Alliance-directed local marketing like bus wraps promoting the GUC to LAX flights. The RTA will hire a part-time assistant for Scott Truex.

#### *Western—Norton*

Norton is working with Pierson and Gunnison Chamber to promote flights with prospective students, visiting parents, etc.

#### *One-Way Flights—Moffett*

We should think about promoting one-way tickets from GUC to LAX flight. Many people flew one-way last season because of restrictive flight schedule.

#### *Fat Bike Worlds—TA Staff*

- Cap at 300 participants v. 250ish last year
- We'll host a FAM trip where media will fat bike up to Gothic and stay the night.
- Registration opens Friday, 10/14.
- Area of race is on Forest Service land
- TA will do most of marketing—lots of digital (possibly print)

Giesselman—Silent Tracks changed their mission statement and are now supporting human powered activity.

#### *KBUT Campout—Runcie*

KBUT promoted event outside of valley. 25% of attendees were out-of-towners. TA gave just under \$3k to support these marketing efforts.

#### *Bylaws—Norton*

Matthew Birnie is reviewing bylaw changes. If/when approved, board will review and approve. In review: Pierson to stay on board as Western's marketing representative. CBMR will have a marketing representative as well.

#### **President's Report—Giesselman**

##### *TA Directors*

Kurt noted that Ryan Johnson brings a perspective that is so much different than anyone else on board/staff. Kurt noted that we can't reproduce that insight and it will be tough to replace Ryan. He asked who we can get that can offer a Gunnison perspective?

Group Discussion of Recruitment: We'd like to have more lodging partners represented on the board. Who can we add to the board that's a lodging partner down valley? Tyler Newman at Holiday Inn? The

LMD will appoint new board members in January. Wynn may apply for the board again to replace Moffett. Wynn can sit in on meetings as a citizen, so he's up to speed if indeed he runs for election.

#### *Recognition in the Community—Giesselman*

Do we need to do a monthly newsletter to make sure that the community knows who we are and what we're doing? How can we change the mentality that the TA supports just the North Valley, and for the North Valley community that we are the *Gunnison Tourism Association*.

Clarkson—Should the Chambers have representation at BOD meetings? He suggested that we should invite them to sit in.

#### *For Follow-up*

- Board will approach Tyler Newman about joining
- Invite Chamber directors to meetings
- Western: Sarah Higgins and Pierson to meet with Runcie about air support for prospective students' weekend and other promotions

#### **New Business**

##### *Winter Marketing*

##### *LA and Chicago Cohort Analysis and Demographics—Runcie*

Cohort definition: A group of people that share similar characteristics. Our target millennials believe "life should be as much fun as possible". They ski the extremes because it's fun. Runcie shared these characteristics with media buyer + creative team, GCBR, and lodging partners. More Hulu buys this winter for brand building.

##### *Winter Without Lifts FAM—Filice*

- Media to backcountry and snowcat ski, and fat bike out at Gothic. Borealis + ROMP are partners
- Editors from Ski Mag, Skiing Mag, Backpacker, and Elevation Outdoors will visit

##### *TGR Events*

- Runcie, Kreykes, Norton are going to LA for TGR event on Santa Monica pier
  - o TGR put out first email to their LA database announcing premiere and trip giveaway
    - Within 24hrs 230 tickets requested and 150 emails and physical address for us to market to
  - o Staff to meet with TGR (asking what would it take to get them here to film), they'll visit college campuses, possibly make PR calls, buses to pick-up students
- Runcie and Norton are going to Chicago for TGR premiere
  - o 600 people to attend indoors at the House of Blues.
- We'll have leads from both shows and we'll send direct mail to these using the \$15k from the Air Alliance

*Marketing Playbook—Runcie*

- Hill-Aevium buying media
- Buttery doing creative
- GCBR make aware of marketing pushes
- In the process of hiring a social media contractor

*Mt. CB Winter Admission Tax Update—Stone*

- TA relationship with Mt. CB is good—we have solid reporting and good results
- Other organizations that are looking for grants and don't provide reporting, aren't getting funded
- Nordic Inn seeing better #s in September than March last year
  - o +40% increase in revenue because ADR is up in response to demand
  - o Mt. CB was packed , people didn't have places to stay everything was booked
  - o Nordic Inn asked Mt. CB for grant to promote Crested Butte to Aspen hike
    - Nordic Inn received \$5k from Mt. CB and partnered with Aspen Skiing Co. (Limelight + Little Nell) to promote hike
    - Crested Butte to Aspen hike has a \$1M measured media value
    - 902 Nordic Inn guests hiked to Aspen (28% of guests)
      - Nordic's overall revenue was +7% over last year from these guests

Adjourn 8:52AM

Next BOD meeting on Thursday, November 17 at Crested Butte Chamber of Commerce