

TA Board Meeting
November 9, 2017
Crested Butte Chamber



Directors in Attendance: Gary Pierson, Jennifer Barvitski, Tyler Newman, Ryan Johnson
Staff: John Norton, Laurel Runcie, Daniel Kreykes
On Phone: Kurt Giesselman, Wynn Williams, Scott Clarkson, Andrew Sandstrom
Public: None

Start: 7:38 AM

Approval of October Minutes-approved

Public's Comments-None

STOR (Sustainable Tourism and Outdoor Recreation) and Economic Development

Next Gen of Trails Commission. John was approached by the commissioners about getting the TA involved, most likely financially. Second part of the discussion was asking about getting more involved in Economic Development. Going to Outdoor Retailer and scouting smaller companies that could be open to relocation. We need to set up a central info/FAQ and contact person that has the rolodex of information regarding what relocation here looks like.

Gunnison property discussion

Russ has been trying to get a better understanding of the Gunnison properties. Russ came back and said many of the chains told them that they can't do business with a Central Reservations because they are chains. They also told Russ that they don't get paid till too long after. The fact is they are paid before in most cases and at worst is 3 weeks past the reservations. The properties also asked to do the ticketing for the Gunnison Getaway the "old way" even though the system had been misused in the past.

Destimetrics

October was another strong performance. 5 of 19 in Occupancy, 4 of 19 for Occupancy Growth. ADR grew 9%. Finally, we're moving on rates. Winter outlook November-February is looking great for Occupancy Growth. After that we're flat or down. Other valleys assume they're booked up so they're growing rates. March is down this year for Occupancies.

Mountain Biking

a. Fat Bike Worlds in Outside

Air Update

-Outbound air promotion 80% spent

How else do we promote it? Newsletter to properties? This is doing well.

-Inbound air promotion

This is not doing well, although the flights look good. We will see how the book by date helps.

-Denver January update

Pacing very well.

-Other

Do we throw money at the Dallas problem? Will we be shooting ourselves in the foot? If the RTA blows the cap in payments, this will be an issue next year.

Montrose Airport advertising in Gunnison paper. Doesn't seem practical for us to advertise in the Montrose paper. They have a more robust flight program.

PR Report

Working hard on Into the Cold Press trip. November 29th with Eric Larsen and with the Film Fest. Raffle will support local non-profits. There will be a VIP reception on that Wednesday. Working with Emily at the resort to bring a Boston Globe reporter in pre-Christmas with her family. Focus on resort and off-mountain.

FBW pitches are going through. Toyota fat bike ad was playing on Andrew's San Fran flight back. Toyota, fat bikes, and Crested Butte!

Up about 3% in ad value this year over last year in October. Buddy Backpacker pickup was the biggest. Also, a lot of pickup from Jackson's Honest Shark Tank.

Finance Committee

-Review Balance Sheet

Summary- We're strong and we'll hit our goal of \$50k in contingency fund.

-Review Q1-Q3 Budget Actual Variance (BAV) and Variance Narrative

Part of the reason is Buttery not billing when we expect. They're creatives so they bill late.

-Review and vote to approve results of 2016 audit

All in favor. Motion passes.

-990 Due 11/15. Expect to mail by end of week

Other

On Tuesday Laurel will be in front of the Board of Commissioners unfortunately John won't be there due to family matters. The Board is in constant contact with John, so he feels that Laurel can effectively meet with them.

Adjourned at 8:32