

TA Board of Directors Meeting
Gunnison County Courthouse
7:30am, Thursday, October 4
Call in #: 641-715-3580, 835905#



Directors in Attendance: Kurt Giesselman, Tyler Newman, Scott Clarkson, Gary Pierson, Jennifer Barvitski

Staff: Laurel Runcie, Daniel Kreykes, Jeff Moffett, Andrew Sandstrom, John Norton

On Phone: Kelly Osnes, Wynn Williams

Public: None

7:35 AM Kurt Giesselman calls meeting to order

Roll Call

We have a quorum.

Approval of Minutes

Any additions deletions or corrections? Seeing none, Kurt takes a motion to approve. Gary moves to approve. Scott Clarkson seconds. All Approve.

Public Comments

No public present

BOCC Annual Report

Jennifer asked for clarification of the numbers presented for the BOCC annual report.

Destimetrics, occupancy vs average. 19 other destinations are reported, we don't know who is who, but we know the average. While we are still below average in winter, we are catching up to the average. In summer we are above average and we grew, whereas the average stayed flat.

Trail Running in the summer mix means that we plan to add trail running to our summer (May-October) trails focus. Maybe we should emphasize what we mean when we say summer and that it doesn't include July and first half of August.

We will present with the BOCC on Tuesday November 13 currently scheduled at 8:30 AM.

Vail Resorts Update

CBMR used to give us 250k to market air. That was in lieu of being on the hook for guarantees. CBMR got off the hook for guarantees a couple of years ago. The 250k number was the average guarantee payout the 5 years previous. We are working with Vail to see if they are willing to continue to do that. They don't have another resort that they own with a remote airstrip that has the importance like here. We will see what they say. We need to state the case as to why this is important. The RTA and air command put together a letter to start that discussion. They are grappling with CBV and the air service which their other resorts do not have. Hopefully this makes for bullet points for an upcoming in person meeting. We also sent a report on what our winter marketing campaign would look like. Kent Meyers is playing the main role as liaison. Heavenly and Whistler are similar resorts with regional airports and Vail doesn't have much support for their local airports.

In their earnings call, their Epic pass is up 25% in units YOY at this time. Is this something that is just happening with Epic or is there a resurgence in the ski industry? These numbers were prior to closing, so these numbers could be even higher. John will see if he can't get a sense of how many Ikon might be sold. At 750k last year and if they are able to hold up the 25% gain, there will be a million passes sold. We only need a small percent of that to have huge increases here. Their Epic pass is cheap so that people buy it as insurance and if they don't have it they get hit with \$200 tickets at the window.

Economic Development Update

Blister has relocated here. We will be getting to see a bunch of content and hopefully a growing company with Blister here. We have made intros to Blister and Western. We will likely see more involvement in ED with ICELab and being prepared for other opportunities like Blister. The second part of ED is ad shoots like the one we just hosted with Dakine. They were here and they hired a local company to shoot. Their advertising budget will push out our location as their shoot location. John will be bringing a similar pitch to Outerbike Bentonville to try and get other brands to do similar things. We missed out on 50k last year from the LMD. We found out this went to ED anyways. We would like to have an impact here as we can see the county sees that as important.

Air Report-Jeff

Summer Houston

No more federal grant money to support anymore. Load factor was up 12 points, that's what it takes to lower guarantees. Our payout was considerably less than last year. The larger CR-700 planes actually ran in the black this summer. We even got the cost per passenger down from last year. The RTA is now asking to try and get the 76 seater every day instead of the smaller planes. Why would they fly the 50 instead of the 76? The market determined this. Originally, they were supposed to only be 50's. They were able to bring in the larger planes on the busier days.

Winter Houston

We chopped off the end of March since those were empty. The cap is down slightly, but we are losing flights that were empty.

Winter Dallas

Doesn't start as early and not as many extra in the spring. Down about 3000 seats which is what we needed to do to keep the cap down and match the capacity with demand. We actually have less exposure to guarantees this year than last which is what Kent has been tasked to do.

Denver

United has really opened up the service to the ski market. Prices are currently cheap if you want to fly to Denver. If you are a visitor connecting, we are relatively high pricing. The fare comparison that Jeff did last night showed that we were pretty out of whack with everyone else. Jeff reached out to Kent and trying to get him on the phone with United's revenue management folks to get this fixed. We are also pushing for more overnight Denver service to help with connections. We don't have our air marketing in place like last year. Currently it is about half the price to fly from SFO to another location than to here. We are working on this.

PR Report-Andrew

PR update from May-September 2018. We more than doubled PR Ad Value summer 18 vs 17. The only piece that we saw down was Reach. Reach measures the distribution of printed articles. This tells us that we are seeing more pickup in the digital realm than in print. This aligns with our marketing strategies.

For future press, we are pushing hard on the Brittany's completion of TrailQuest. Looking at a few winter opportunities including Eric Larsen, Purple Orange, Fat Bike Worlds and Nordic with the Colorado Tourism Office. For next summer looking to push the new Center for the Arts and Adaptive Sports Center.

TA Winter Grants Update-John

Dan and John hosted all the potential applicants for winter grants cycle. They went through how things should work and what we are expecting. We will see how the applications come in. Most people that we thought would show up did.

Current Board Terms-John

We would like to get this piece straight. There is a new county manager's assistant. Not sure how great it was kept track of before. We would like to do our best to get this on paper and go back to Matt Birnie and Liz Mentz.

Other

Jeff has been working with a ballot measure of 7D. Recreation District which is largely broadcast television and a portion towards recreation. What is happening is that the TV infrastructure is crumbling and their revenue stream is going down. This vote takes it out from statewide restrictions. This will allow the special district to go after about 500k and will help recreation.

Close meeting 8:47