

TA Board Meeting
October 12, 2017
Gunnison County Courthouse



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

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

On Phone: Kurt Giesselman, Wynn Williams

Public: Tim Kugler

Start: 7:38 AM

1. Roll Call-We have a quorum.
2. Approval of September Minutes-Approved
3. Public's Comments
 - a. Tim Kugler, Gunnison Trails-Approval from BLM to groom up to 25 miles at Hartman Rocks. Looking at realistically about 13 miles. Will be kind of a learning curve. All 4 shops are doing rental bikes in Gunnison. Tim and Gunnison Trails are asking the TA for help with the purchase of the groomer.
 - b. Signal Peak, EIS is getting pushed back to a later date. The Keystone group is on board with Signal Peak and prepared to put out support in favor.
4. Destimetrics Septemer #4 of 19 valleys in occupancy at 60%.
September Occupancy growth #4 of 19 with 7% increase
September rate growth +2% ranked 17 of 19.
Jan 18 +35% vs previous year.
5. Mountain Biking
 - a. Ken Stone's our previous board member reported shuttle companies at most of the bike destinations that he is visiting. We are in a good position, let's not lose sight of the importance of trails.
 - b. Outerbike goes to Bentonville which is another example of how we are on the right course with Mountain Bike.
6. Air report
 - a. Outbound air promotion-68% sold of the 50k.
 - b. Inbound air promotion-2% sold of 150k.

- c. Denver January flight is on pace to fill seats. Doubled occupancy and we more than doubled the seats that we have sold. We plan to build urgency with a book by date for our inbound air promotions.
 - d. Montrose/Telluride has added Charlotte, NC
 - e. Scott Clarkson concerned about the early December Dallas. What can we do to fill those seats? Maybe using some outbound \$'s for that December 15-21. We are training the airlines to add flights during bad times.
7. Crested Butte Mountain hits #14 in SkiMag ratings
Ski Mag sends out to the database and asks customers to rank resorts on various categories. This year they moved to 10 categories instead of about 20.
8. PR Report
- a. Add value down YOY compared to September 2016. Main reason is because of New York Times Article on the MAX pass last year.
 - b. Duane Vandebusch a good candidate for a story. WSJ has run a number of articles about staying active into old age. Andrew to follow up with Duane.
9. Gunnison Lodging Update
- a. We are still working to get enough involvement from Destimetrics. Michele at Quality Inn has started a Lodging group in Gunnison. We plan to try and get involved to build participation from Gunnison properties.

Close 8:59 AM