

TA Board Meeting  
9.14.17  
7:30am, Crested Butte Chamber



**Directors in Attendance:** Kurt Giesselman, Scott Clarkson, Ryan Johnson, Gary Pierson, Jennifer Barvitski, Wynn Williams, Tyler Newman

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

**On Phone:** none

**Public:** Chris Ladoulis

**Begin: 7:37**

Approval of August minutes-Approved

Public comment-No comment

### **August events**

-Outerbike had 550 participants. Much bigger than Outerbike spring or Whistler ever got. Everyone was excited. Coming back the same weekend next August. Walton Family Foundation showed up to check out the event. They had in their head that we were the center for trails and mountain biking. They want to do the same in Bentonville. Their reasoning is due to the following: Health, make the area more attractive to companies for relocation, and tourism. It affirmed to us that the TA was on the right track.

-Beach Bash-130 paid people showed up. We struggled just because we didn't have enough beach due to the water level. Shane with Shaboomee pretty much made the event. Good vibe, fun atmosphere. We are not a National Parks Vendor so we cannot sell tickets day of. We would like to do another year running it as the TA then try and hand it off. First year had about 3-5 out of towners, this year we had around 60 out of towners. We have tried for years to activate the Blue Mesa and this is as close as we have come.

### **Winter flight focus**

Denver-January and February are both strong currently.

Western State Outbound will likely suck up about 1/3 of the 50k for buydown. Local promotion will be coming next week. \$200 or \$300 depending on the pricing out of Denver.

Western State Inbound is starting to kick in this week. This is a BOGO for high school seniors who want to look at Western.

California & Northeast Inbound starting to launch.

Military Month we will be launching in the next week as well.

### **Lodging tax issues**

County and Municipalities are not coming together correctly. The County is missing about 10% of its lodging tax revenues. All the municipalities are saying that they are up. The localities are aggressively chasing the tax money. The County/State level is not on top of it. Gunnison County purchased STR helper to help track some of this which should help the State gather the data. This is 100-120k problem for us, so we have gone to the county to get the numbers in line.

### **Governor's Tourism Conference**

This years event is in Grand Junction this October.

John asked to talk about Outdoor Retailer.

Laurel to talk about TrailQuest.

### **2018 budget**

Discussion highlighting some of the variances from last year. (look to notes on variances)

Vote on Budget: We will make the verbal change. Laurel recommends that we change income to reflect Cen Res and Beach Bash, adding \$5,000. Tyler Newman to make a motion to approve the 2018 draft budget to be turned into the County October 1. Draft budget passes.

**Adjourned 8:35**