

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Agenda
January 9, 2009 –7:30 AM, Almont Resort

MISSION STATEMENT - enhance economic vitality by marketing our county as a year-round destination and foster relationships with community partners to ensure a quality guest experience.

VALUE PROPOSITION - Through life-enriching adventures and inspirational, authentic experiences, Gunnison County delivers lasting memories unlike any other vacation destination.

7:30 AM Call to order – January 2009 Board Meeting of the GCBTA
I. Review and approve minutes from the **December 9, 2008** Board Meeting

7:35 AM II. **New Business** –
a. RTA Update – S. Truex

7:45 AM III. **Old Business** –
a. Review revisions and approve Bylaws
b. 2009 Elections (vacant seats and process)

8:45 AM IV. **Directors Report** –
a. Update: meeting with LMD BOD/W. Buck & J. Fitzpatrick 12/23/08
b. Update: Hill and Company Brand Platform Timeline/Creative Brief
c. Media meetings, 1/16 and 1/23
d. Advisory Board Meeting, 1/23
e. Policy discussion re: Cash Awards to Events
f. See attached Progress Report for activities

9:00 AM V. **Finance Report** –
Motion to approve by: _____ 2nd by: _____

9:05 AM VI. **Staff Reports** –
a. LMD Tax
b. Sales Tax
c. Web traffic
d. Phone call volume

9:15AM VI. **Updates**
a. Reservations/Lodging – none
b. Board Development Committee– none
c. Local Awareness Committee – none
d. Chamber
e. CBMR
f. Upcoming opportunities for Board to Share TA Message

9:25 AM V. Additional items _____ AM Meeting adjourned

Attachments: December 08 meeting minutes; budget; PR Report, Stats

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PROGRESS REPORT

December 10, 2008 – January 8, 2009

BOARD “ADVANCE” ACTION ITEMS from May 31, 2008 retreat:

- Every-other-month TA E-newsletter utilized for “board member talking points” for use at local meetings to share TA “updates.” Current Issue October 2008; Next issue December 2008
 - Ongoing, at each Board Meeting continue to look at next steps for Local Awareness Committee; Board Governance
- a. 12.10 JV/JC Conference call with Altitude TV re: ice fishing show
 - b. 12/10 JC meeting with Survey America re: Guest Survey Kiosks
 - c. 12/15 JC/RS conference call with Time Warner Cable TV Dallas/Austin
 - d. 12/18 JC installed Guest Survey Kiosk at Airport with Survey America
 - e. 12/22 JV/JC Gunnison Valley futures meeting (contract signed with P. Holden/Enterprise Research Institute
 - f. 12/23 JF/JC/RS meeting with LMD BOD/Mt. CB W. Buck/J. Fitzpatrick
 - g. 12/24 – 1/1 JC Out of office
 - h. 1/5 JC presentation to Rotary re: Gunnison Valley Futures
 - i. 1/6 JC meeting with N. Bilow re: AP photo service for summer/fall
 - j. 1.6 JC conference call with Hill and Company re: Creative Brief
 - k. 1.8 JC 10 property visits (Gunnison/Almont/CB) with Colorado’s Best Destinations (new Travel Industry Partner with TA)
 - l. 1.9 JC 4 property visits (Mt. CB) with Colorado’s Best Destinations
 - m. Community Calendar progress report – contacts to area events/groups to load info on web site
 - n. Clip Book Update – ongoing;
 - o. PR CTO leads – ongoing; Beth responds with personal contact
 - p. Web site optimization efforts ongoing; Continued enhancements on web site: more pages with specific content for optimization;
 - q. Ongoing purchase of media per the 2008 media plan; creating insertion orders; approving ads
 - r. E-newsletters for specialty interests regular E-communication to these lists
 - s. Collecting monthly fulfillment databases from Chambers and reader service lists (adding to master database by category); forwarding to Dove Graphics for fulfillment