

Gunnison-Crested Butte Tourism Association  
Board of Directors Meeting Agenda  
November 11, 2008 - 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.**

8: 45 AM Call to order – November Regular Board Meeting of the GCBTA  
I. Review and approve minutes from the October 14, 2008 Board Meeting

8:50 AM II. **New Business** –  
a. RTA Update – S. Truex  
b. Review/Discuss Hill and Company Branding Review

IV. **Directors Report** –  
a. See attached Progress Report for activities

V. **Finance Report - Reviewed and approve during the Annual Meeting**

VI. **Staff Reports –reviewed during the Annual Meeting**

9:15 AM VI. **Updates**  
a. Reservations/Lodging – update on meeting Oct 21, 2008  
b. Board Development Committee– **Reviewed at Annual Meeting**  
c. Local Awareness Committee – **Reviewed at Annual Meeting**  
d. Chamber  
e. CBMR  
f. Upcoming opportunities for Board to Share TA Message

9:25 AM V. Additional items \_\_\_\_\_ AM Meeting adjourned

**Attachments:** October 14, 2008 meeting minutes

**PROGRESS REPORT**  
**October 15 – November 11, 2008**

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

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- 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. 10.15 Executive Committee/JC meeting with M. Birnie, County Manager
  - b. 10.21-28 JC Out of office
  - c. 10.31 JC facilitated 2 Branding Classes at WSC
  - d. 11.3 JC/BB meeting with T. Walton
  - e. 11.3 JC meeting with C. Matthews – CB/Mt. CB Chamber of Commerce
  - f. 11.4 JC/RS/BB meeting re: follow up from Governor’s Conference on Tourism
  - g. 11.4 JC meeting with Marilyn Laverty – new SBCD Director
  - h. 11.7 JC meeting with Bill Babbitt – Mt. CB Town Council
  - i. 11.7 JF/JC attended BOCC Budget meeting
  - j. Community Calendar progress report – contacts to area events/groups to load info on web site
  - k. Clip Book Update – ongoing;
  - l. PR CTO leads – ongoing: Beth responds with personal contact
  - m. Web site optimization efforts ongoing; Continued enhancements on web site: more pages with specific content for optimization;
  - n. Ongoing purchase of media per the 2008 media plan; creating insertion orders; approving ads
  - o. E-newsletters for specialty interests regular E-communication to these lists
  - p. Collecting monthly fulfillment databases from Chambers and reader service lists (adding to master database by category); forwarding to Dove Graphics for fulfillment