

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Agenda
December 9, 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.**

7:30 AM Call to order – November Board Meeting of the GCBTA
I. Review and approve minutes from the November 11, 2008 Board Meeting

7:35 AM II. **New Business** –
a. RTA Update – S. Truex
b. Introduction – Scott Still and Kristen Van Hoesen/CB-Mt. CB Chamber
c. Bylaw review – S. Pierotti/P. Edwards
d. Policy discussion re: Cash Awards to Events - all

8:20 AM IV. **Directors Report** –
a. Update meeting with LMD/Mt. CB 11.24 JF/JC
b. Update on Hill and Company Branding Review
c. Update on new media placement
d. TA E-Newsletter out 12.8.08
e. See attached Progress Report for activities

8:40 AM V. **Finance Report** –
Motion to approve by: _____ 2nd by: _____

8:50 AM VI. **Staff Reports** –
a. LMD Tax
b. Sales Tax
c. Web traffic
d. Phone call volume

9:10 AM 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: November 08 meeting minutes; budget; PR Report

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PROGRESS REPORT
October 15 – November 11, 2008

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. 11.11 JF/SP/LW/JV/JC/BB/RS presented 2009 work plan to LMD Board of Directors
 - b. 11.13 JC attended opening of Gunnison Ice Facility
 - c. 11.13 JF/JC attended BOCC budget review meeting
 - d. 11.14 JC attended RTA BOD meeting in Gunnison
 - e. 11.14 WB/JC attended Mt. CB Lodging Meeting
 - f. 11.14 JC meeting with J. Moffett/D. Cole CBMR
 - g. 11.17 JC attended GVF meeting at Gunnison Chamber office
 - h. 11.18 JC meeting with J. Schmidt re: Guest Survey Kiosk questionnaire
 - i. 11.24 JF/JC meeting with M. Birnie/J. Starr/W. Buck/J. Fitzpatrick at Mt. CB Council Chambers
 - j. 11.25 SP/JC/BB attended CBMR media day
 - k. 11.26 SP/PE/JC meeting re: Bylaws revision
 - l. 12.1 JC meeting with GVF/Ender Fund re: study funding in Gunnison
 - m. 12.2 JC attended socio/economic presentation at CBMR (J. Schecter)
 - n. 12.2 JC attended reception at WSC for new Communications Director, T. Koehler
 - o. 12.4 SP/PE/JC meeting to finalize Bylaws revision
 - p. Community Calendar progress report – contacts to area events/groups to load info on web site
 - q. Clip Book Update – ongoing;
 - r. PR CTO leads – ongoing: Beth responds with personal contact
 - s. Web site optimization efforts ongoing; Continued enhancements on web site: more pages with specific content for optimization;
 - t. Ongoing purchase of media per the 2008 media plan; creating insertion orders; approving ads
 - u. E-newsletters for specialty interests regular E-communication to these lists
 - v. Collecting monthly fulfillment databases from Chambers and reader service lists (adding to master database by category); forwarding to Dove Graphics for fulfillment