

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Agenda
February 10, 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 – February 2009 Board Meeting of the GCBTA
I. Review and approve minutes from the **January 13, 2008** Board Meeting
- 7:35 AM II. **New Business** –
a. Review and approve minutes from the January 19, 2009 Special Meeting Minutes – S. Pierotti
b. RTA Update – S. Truex
c. Bylaws Revision to Policy on taking official positions – Executive Committee
d. Outcomes and action from Advisory Board (AB) meeting 1.23.09
 I. Discussion/action: compilation of follow up salient points from AB
 II. Discussion/action: Opportunities/Challenges list - TA Board review/additions/prioritization
- 8:05 AM III. **Old Business** –
a. Update: Bylaws – S. Pierotti
b. Update: 2009 Elections – S. Pierotti
- IV. **Directors Report** –
a. J. Chaney out of town
b. See attached Progress Report for activities
- 8:15 AM V. **Finance Report** –
Motion to approve by: 2nd by:
- 8:20 AM VI. **Staff Reports** –
a. Go West Summit
b. LMD Tax
c. Sales Tax
d. Web traffic
e. Phone call volume
- 8:35AM VII. **Updates**
a. Reservations/Lodging – none
b. Marketing Committee – 1.15.09 meeting
c. Local Awareness Committee – 1.20.09 meeting
d. Chamber
e. CBMR
f. Upcoming opportunities for Board to Share TA Message
- 8:55 AM VIII. Additional items _____ AM **Meeting adjourned**
- 9:00 AM IX. **Executive Session**
a. discuss Executive Director contract

Attachments: January 09 meeting minutes, January 19, 2009 Special Meeting Minutes, 2008 budget, 2009 budget, PR Report, Stats, Advisory Board Follow Up Notes, Opportunities and Challenges list

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PROGRESS REPORT
January 14, 2009

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

- Quarterly TA E-newsletter utilized for “board member talking points” for use at local meetings to share TA “updates.” Current issue: December 2008. Next issue March 2009
 - Ongoing, at each Board Meeting continue to look at actions of Local Awareness Committee; Board Governance
- a. 1.14 JC/RS conference call with Madden Media re: I-Brochure
 - b. 1.15 JF/SP/JC/RS marketing committee meeting held at Mountaineer Square
 - c. 1.16 JF/SP/JC/BB local media meeting in Gunnison with H. Rees, M. Grantham, C. Dickey
 - d. 1.16 JC meeting with new International Manager for Colorado Tourism Office Diana Carey
 - e. 1.20 ME/MD/JC/BB local media meeting in Crested Butte with D. Clayton, M. Ruch, C. Reich’s
 - f. 1.21 JC meeting with H. Channell re: GVF; MOA
 - g. 1.21 JC/RS conference call with Time Warner Cable Dallas/Austin
 - h. 1.23 JF/SP/WB/ME/JC/BB/RS meeting with Advisory Board, A. Anderson, T. Scott, C. Matthews, G. Keiser (for M. Kube), J. Starr (for H. Channell), K. Metsch; T. Koehler (WSC)
 - i. 1.24 – 1.29 JC/RS attended Go West Summit in Albuquerque, NM.
 - j. 1.30 JC/BB meeting with Gunnison Times (S. Pierotti & C. Dickey)
 - k. 1.30 ME/JC/BB local media meeting with M. Reaman and L. D’Arrigo
 - l. 2.5 – 2.11 JC out of office
 - 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