

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Agenda
March 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 – March 2009 Board Meeting of the GCBTA
I. Review and approve minutes from the **February 10, 2008** Board Meeting
- 7:35 AM II. **New Business** –
a. RTA Update – S. Truex
b. Advertising campaign – J. Fonken, S. Pierotti, J. Chaney
c. 2009 Work Plan Updates – W. Bearth/S. Pierotti
d. May Board Retreat Date – J. Fonken
e. Limited Elk Hunt – M. Taylor, J. Chaney
- 8:05 AM III. **Old Business** –
a. Update: 2009 Elections – M. Dethloff
b. Outcomes and action from Advisory Board (AB) meeting on 1.23.09
Discussion/action: compilation of follow up salient points from AB
Discussion/action: Opportunities/Challenges list - TA Board review/additions/prioritization
- IV. **Directors Report** –
a. CTO Tourism Funding update
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. LMD Tax
b. Sales Tax
c. Web traffic
d. Phone call volume
- 8:35AM VII. **Updates**
a. Reservations/Lodging – none
b. Marketing Committee – 2.19.09
c. Local Awareness Committee – none
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: Feb 09 meeting minutes, 2008 budget, 2009 budget, PR Report, Stats, Advisory Board Follow Up Notes, Opportunities and Challenges list

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PROGRESS REPORT
Feb. 11 – March 10, 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. 2/11 RS meeting with CTO representative
 - b. 2/12 JC conference call/GoToMeeting review of advertising with Hill and Company
 - c. 2/12 JF/JC KVLE radio taping re: TA/Board Elections
 - d. 2/13 JC attended RTA board meeting
 - e. 2/13 JC meeting with CB Town Council member, L. Williams
 - f. 2/13 JC conference call/GoToMeeting with J. Oates - review of advertising campaign
 - g. 2/13 WB/SP/JC review of 2009 work plan
 - h. 2/17 JC meeting with H. Rees with KVLE
 - i. 2/17 JC attended BOCC meeting re: grant for Silver Thread Scenic Byway committee
 - j. 2/18 JC/RS conference call/GoToMeeting with ARES (new TA reservation solution)
 - k. 2/19 JC meeting with G. Houston, President Gunnison Chamber of Commerce
 - l. 2/19 JC/RS attended Gunnison area lodging meeting
 - m. 2/19 SP/T. Koehler/JC/RS advertising creative review with L. Hill of Hill and Co.
 - n. 2/20 JC attended Gunnison Valley Futures meeting
 - o. 2/23 JC meeting with freelance writer C. Aschwanden
 - p. 2/24 JC attended BOCC/DOW meeting re: limited elk hunting
 - q. 2/24 JC meeting with P. Reese (Endner Fund Trustee) re: Gunnison Valley Futures
 - r. 2/25 –3/4 JC out of office
 - s. 3/6 JC Gunnison Valley Futures meeting
 - t. 3/8 JC attended Grand Circle Assn meeting in Santa Fe
 - u. Community Calendar progress report – contacts to area events/groups to load info on web site
 - v. Clip Book Update – ongoing;
 - w. PR CTO leads – ongoing: Beth responds with personal contact
 - x. Web site optimization efforts ongoing; Continued enhancements on web site: more pages with specific content for optimization;
 - y. Ongoing purchase of media per the 2008 media plan; creating insertion orders; approving ads
 - z. E-newsletters for specialty interests regular E-communication to these lists
 - aa. Collecting monthly fulfillment databases from Chambers and reader service lists (adding to master database by category); forwarding to Dove Graphics for fulfillment