

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Minutes
January 09, 2009 - 7:30 AM, Almont Resort

IN ATTENDANCE: J. Fonken, S. Pierotti, W. Bearth, M. Elderidge, M. Dethloff, J. Valenzuela, P. Edwards, S. Sanders, T. Walton, J. Chaney, R. Strickland

OTHERS: J. Fitzpatrick, S. Truex, K. Metsch, C. Mathews, B. Nesbitt

NOT IN ATTENDANCE: L. Weisman, M. Taylor

I AGENDA TOPIC AGENDA TOPIC: New Business –

- Agenda item:** Review and approve minutes from the **December 9, 2008** Board Meeting
- i. Motion: J. Valenzuela 2nd: S. Pierotti VOTE: All

II AGENDA TOPIC New Business –

- Agenda item:** RTA Update – Ground ridership is strong. RTA decided to buy a back up bus. Ground is up from last year, but the Air/ load factor is still under performing based on increased capacity, which will effect next year’s negotiations for the 09/10 season. Truex thinks there will be increased caps, which he anticipates the RTA will not be able to meet. In 09 the RTA has tapped into the fund balance just to meet this year’s guarantees. The RTA will have a retreat in Feb to discuss strategies for negotiations next season. RTA is starting an ad campaign to try to sell local flights to help book flights. CBMR is working on a program that will sell local flights from a major aggregator like Orbitz or Travelocity.

- Agenda item:** Ratification of Jan 7, 09 Memorandum of Agreement with LMD & Mt. Crested Butte. Chaney read the changes that were made which were grammatical with the exception of an addendum Mt. Crested Butte added mentioning that the contract is a “sole source” contract simply which means the contract is not sent for solicitation of other contractors.

- i. Motion to approve: M. Eldridge 2nd: T. Walton VOTE: All in favor

III AGENDA TOPIC Old Business –

- Agenda item:** Review revisions and approve Bylaws- The changes proposed have been put forward to reflect how the organization is run or is running. P. Edwards suggested at the end of the process we should have legal council review our document for final approval. The main change is to remove membership and related membership wording because the Tourism Association is not a membership organization.

- i. Suggested changes and or edits have been recorded by S. Pierotti and a final version will be sent out when completed
 - 1. W. Bearth expressed concerns with the proposed treasurer’s responsibilities and will be charged to review and comment on how that description should read
 - 2. Strickland asked about the geographical boundaries and a map will be included in the revised copy to delineate “north and south” in the county
 - 3. Nesbitt suggested changes to the description of the Treasurers to include who or how they report and to whom.
- ii. Changes will be made and reported for a proposed vote at the February Board meeting.

- Agenda item:** 2009 Elections (vacant seats and process). J. Fonken from South will join the committee and M. Dethloff from the North end.

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IV AGENDA TOPIC Directors Report –

Agenda item: Update: meeting with LMD BOD/W. Buck & J. Fitzpatrick 12/23/08

- i. J. Fitzpatrick said they were still looking at what they'd like to measure, but the TA has presented many metrics using industry standards provided by the State of Colorado Tourism Office.

Agenda item: Update: Hill and Company Brand Platform Timeline/Creative Brief is forth coming and the marketing committee will review at the next marketing meeting on 1/15/09.

Agenda item: Media meetings, 1/16 and 1/23- for general discussions

Agenda item: Advisory Board Meeting, 1/23- A SWOT Analysis will be performed

Agenda item: Policy discussion re: Cash Awards to Events

- i. Motion to approve policy with a spelling change and date change by: T. Walton
2nd: W. Bearth VOTE: All

V AGENDA TOPIC Financial Report –

Motion to approve by: P. Edwards 2nd by: M. Dethloff VOTE All in Favor

VI AGENDA TOPIC Staff Reports –

Agenda item: LMD Tax (thru 10/08): 4.8%

Agenda item: Sales Tax (through 10/08 on aggregate for the 3 municipalities)-
Lodging: .4% Retail: -4% Restaurant: 2%

Agenda item: Web traffic: Dec 2%

Agenda item: Phone call volume: Dec 2%

VII AGENDA TOPIC Staff Updates -

Agenda item: Reservations/Lodging – none

Agenda item: Board Development Committee– none

Agenda item: Local Awareness Committee – none

Agenda item: Chamber: C. Mathews- 3/15 is the CB Wedding show this year.

Mathews also reported her interactions with guests indicated that they were very pleased with their stays and look forward to returning in winter and summer. J. Valenzuela report for T. Scott that there are new board members and a retreat is taking place this week. Overall it was a good year for the Gunnison Chamber.

Agenda item: CBMR: up 18% from 12/18 – 25. Right now pretty soft, but some big groups are coming in soon. Regional media have expressed interest in visiting for future stories. Extreme Home Makeover is back this week with Adaptive Sports Center (set to air in Feb 09). Summer and shoulder groups are booking closer in (4 months) but summer in general looks good.

Agenda item: Upcoming opportunities for Board to Share TA Message

VIII AGENDA TOPIC MEETING ADJOURNED 9:00 AM