

Gunnison-Crested Butte Tourism Association  
Board of Directors Meeting Minutes  
September 14, 2008 - 7:30 AM, Almont Resort

**IN ATTENDANCE:** J. Fonken, S. Pierotti, W. Bearth, M. Eldridge, M. Dethloff, J. Valenzuela, P. Edwards, S. Sanders M. Taylor, T. Walton, L. Weisman, J. Chaney, R. Strickland

**OTHERS:** T. Scott, G. Houston, K. Metsch, C. Mathews, S. Truex

**REGULARS NOT IN ATTENDANCE:** B. Nesbitt; M. Kube; H. Channell

**AGENDA TOPIC: New Business** – Review and approve minutes from the **October 14, 2008** Board Meeting

Motion: T. Walton      2<sup>nd</sup>: M. Dethloff      VOTE: ALL

**AGENDA TOPIC:** Review and approve minutes from the October 14, 2008 Board Meeting

**AGENDA TOPIC:** New Business –

- a) RTA Update – S. Truex: the bus will run 11 trips a day, and will still be free. The RTA will likely run budget deficit next year. Airline seats are down, and we need to make up ground or we will loose the services next year. SLC is the biggest problem. Ground transportation to Denver or DIA will begin Jan 2009 and estimated cost will be \$30 One Way
- b) Review/Discuss Hill and Company Branding Review: Chaney thinks we are already doing a good job of research and metrics and, thinks we have some room to grow in the area of defining High Potential Under Performing markets (HPUP), re-validating our Brand and if we are utilizing the Brand as we should, and if our past brand research still holds true today. Chaney's hope would be that we could create a cohesive creative approach for staff to execute against. She also suggested that we look at a strong research component that RCC, a CO company, can provide as they are for Estes Park to track print ad metrics etc. Weisman thinks our Branding study is still valid and more monies could be utilized in other areas, like HPUP. T. Walton asked a question about if we are targeting the customer we want vs. the customer who wants us (example is a guest who stay 3 days vs. 5... and how that changes the messaging we put forward to our potential guests). Questions about when to execute a new creative plan and the timing of that with a planned research project (Kiosks) on the books for '09. Chaney thinks the guest survey will be a tool to help with ad placements and techniques for reaching our clients- not how we are being perceived in the marketplace. All who voiced questions etc feel that an outside look is very important and would benefit the TA enormously.
  - i) **Motion** to move forward with a new creative approach (outlined as Brand development and execution in the Hill & Co proposal) by W. Weisman; 2<sup>nd</sup>: M. Eldridge; VOTE: ALL in favor with one opposition: S. Pierotti

**AGENDA TOPIC:** Directors Report – Reviewed during Annual Meeting and the Director's report in the agenda.

**AGENDA TOPIC:** Finance Report - Reviewed and approve during the Annual Meeting

**AGENDA TOPIC:** Staff Reports – Reviewed during the Annual Meeting

**AGENDA TOPIC:** Updates

- c) Reservations/Lodging – update on meeting Oct 21, 2008

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- d) Board Development Committee– Reviewed at Annual Meeting
- e) Local Awareness Committee – Reviewed at Annual Meeting
- f) Chamber: **CB/MTCB** will have 2 trees for their Light up the Night event. Scott Still has been hired as events coordinator and visitor center management. CB/MTCB will be hiring an operations manager. **GUNNISON-** Night of Lights and Green Backs exchange is set for 12/5 weekend and is projected to put \$50k in to the economy. T. Scott is working with LL Bean to attract them for their catalog. Breakfast with the Board 7:30 at the Ice Rink coming up.
- g) CBMR: Pushing west coast initiatives possible with radio in Seattle as a trade. Just waiting for the snow to come and they are now in a mad push for advertising.
- h) Upcoming opportunities for Board to Share TA Message
- i) 12/4 @ 4:30 @ Garlic Mike's is the holiday meeting

**AGENDA TOPIC:** Additional items    \_9:25\_\_\_\_\_ AM   Meeting adjourned