

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

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

**OTHERS:** H. Channel B. Nesbit

**NOT IN ATTENDANCE:** W. Bearth, S. Sanders, T. Walton,

**I AGENDA TOPIC** Review and approve minutes from the **January 13, 2009** Board Meeting

- a. Motion to approve: M. Dethloff 2<sup>nd</sup>: S. Pierotti VOTE: ALL

**II AGENDA TOPIC** **New Business** –

- a. Review and approve minutes from the January 19, 2009 Special Meeting Minutes – S. Pierotti
- i. Motion to Approve: M. Eldridge 2<sup>nd</sup>: P. Edwards, VOTE: ALL
- b. RTA Update – RTA bought a back-up bus. Doing about \$5,000 update on upholstery etc.
- c. Bylaws Revision to Policy on taking official positions – In Sept. 07 an amendment was made where the TA would not take political positions. Recently there is a need for tourism related entities to support funding to the State Tourism Budget, which is a political issue. So the executive committee recommends amending the amendment to read “local issues” which would then allow the Tourism Association to participate at the state level in matters related to funding.
- i. Motion to approve the amendment by: L. Weisman 2<sup>nd</sup>: P. Edwards VOTE: ALL
- ii. B. Nesbitt suggested that the TA call Jack Kirtland in regional rep from DOLA in GJ and reach out to others who may know the “best” person to contact at the state.
- d. Outcomes and action from Advisory Board (AB) meeting 1.23.09
- i. The meeting was facilitated by Pam Montgomery and was a very productive meeting. M. Eldridge summarized the discussions about how the group suggests the Board change the format of Board Meeting to address issues and topics (see opportunities and Challenges doc.) etc rather handling business like amending bylaws etc. Discussions ensued and all agreed there will be an opportunity to discuss further and potentially develop action plans to support the preferred outcome at the Board Retreat in May, 2009.

**III AGENDA TOPIC** **Old Business** –

- a. Update: Bylaws – S. Pierotti: Geographical Map; Pierotti handed out an example and asked for feedback. Board members suggest the boundary being Cottonwood Pass (or the ridge between Taylor & Cement) not a specific horizontal line in the County. Pierotti is still working on Treasury wording. Nominations committee has some work to do regarding how many business representatives can run for the board in specific seat categories

**IV AGENDA TOPIC** **Financial Report** –

1. Motion to approve by: M. Eldridge 2<sup>nd</sup> by: J. Valenzuela VOTE All in Favor

**V AGENDA TOPIC** **Staff Reports** –

- a. LMD Tax (thru 11/08): 1.2%
- b. Sales Tax (through 11/08 on aggregate for the 3 municipalities)- Lodging: -.7% Retail: -5% Restaurant: 1%

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- c. Web traffic: Jan -3%
- d. Phone call volume: Jan 8%

**VI AGENDA TOPIC     Updates -**

- a. Reservations/Lodging – none
- b. Board Development Committee– none
- c. Local Awareness Committee – none
- d. Chamber:
- e. CBMR:
- f. Marketing: A meeting was held 1.13 and the 09 media plan was reviewed, as was the Hill & Co creative brief.

**VII AGENDA TOPIC     Other:**

- a. What marketing collateral can be available to Hockey visitors to show them what there is to do in the area? Strickland will deliver a box of planners to Nesbit to deliver to the Ice Rink.
- b. H. Channel asked what efforts have been discussed about the renewal of the LMD tax. Channel wants us all to be on the same page regarding the marketing process. Pierotti suggested the Board discuss at the March 10 meeting in preparation for discussion with the LMD Board 3.17.09.

**VIII AGENDA TOPIC     Upcoming opportunities for Board to Share TA Message**

**IX AGENDA TOPIC     MEETING ADJOURNED 9:30 AM**