

**Gunnison-Crested Butte Tourism Association  
Agenda – January 10, 2012- 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.

**ELEVATOR SPEECH** - The Tourism Association’s primary function is to market Gunnison County on a year-round basis to increase overnight visitors in support of our local economy. Nearly 5M dollars are generated in local taxes annually with over 2,000 jobs directly related to tourism. In 2009 there was over 51M dollars in local visitor spending.

7:30 AM **WORK SESSION** (Advisory Board members are welcomed to attend and join a group)

**November work session overview:** Clarified the differences between Action Items 2 & 3; reviewed #4; begin organizing action plans detailing all information: who is taking action, what are the steps and completion of action; how will success be measured; does each action step meet the litmus test.

Work session agenda:

- Updates:
- 11/22 LMD meeting (approval of 2012 work plan and budget)
  - 12/6 LMD meeting (approval 2012 work plan and budget; discussion of 200K for supplemental marketing revenues from LMD)
  - 12/13 LMD meeting (2<sup>nd</sup> discussion 200K supplemental marketing revenues)
  - 12/15 Meeting CB/Mt. CB Chamber/Gunnison Chamber re: outreach/communication
  - 12/16 Meeting CB Mayor, A. Huckstep
  - 12/20 LMD meeting (approval of 200K supplemental marketing revenues)

8:30 AM Adjourn work session

8:30 AM **Call to order regular meeting of the GCBTA Board of Directors - Establish quorum**  
**Conflict of Interest disclosure by board members (reviewed at every board meeting per IRS recommendation)**

- Improvements to budget doc for 2012 – J. Chaney

**Approval of Consent Agenda:**

- Approval of minutes from October 11, 2011 meeting and November 8, 2011 meeting
- Approval of Staff Reports (Executive Overview/LMD Tax/Sales tax/web traffic/PR/phone call volume /Progress Report)
- Approval of 2011 Financial Report
- 2012 budget set up in QuickBooks (no invoices posted against it at this time due to cash flow)

Motion to approve Consent Agenda by: \_\_\_\_\_ 2<sup>nd</sup> by: \_\_\_\_\_ Vote:

8:35AM **Old Business:**

- Review: Supplemental \$200K marketing plan – J. Chaney/S. Clarkson

8:35 AM **New Business:**

- C. Riggs retains board seat - Wanda
- Update: 2012 board elections process – Stu
- Bylaws Review Committee request – Wanda
- January 25 & 26 TA Community Roundtable – What is a DMO? How does Tourism Marketing Support Our Valley’s Economy. (Staff and Board roles) –J. Chaney

9:15 AM **Reports:**

<b>RTA</b>	<b>Public Lands</b>	<b>Municipalities/County</b>	<b>WSC</b>
<b>CBMR</b>	<b>Chambers</b>	<b>South Valley Lodging</b>	<b>North Valley Lodging</b>

**PROGRESS REPORT**  
**November 9, 2011 – January 9, 2012**

- 11/9 JC meeting with K. Coleman/J. Messner re: City of Gunnison assets
- 11/9 JC distributed quarterly packets to BOCC/municipality managers/clerk
- 11/10 JC/CT participated in Winter Tourism Forecast program/Mt. CB
- 11/11 JC attended grand opening reception of Scarp Ridge Lodge
- 11/15 JC/CT quarterly update to Mt. CB town council
- 11/16 – 25 JC vacation
- 11/22 WB/JC/CT LMD 2012 work plan/budget meeting (JC called in from DE)
- 11/28 WB/SF/JC meeting re: 2012 work plan/budget
- 11/29 JC/CT meeting with WSC intern- Gunnison-Crested Butte Film Commission project
- 12/1 JC delivered revised 2012 work plan/budget copies to county office (emailed PDF file)
- 12/2 JC meeting with lodge manager, Scarp Ridge Lodge re: marketing opportunities
- 12/2 JC meeting with S. Clarkson/J. Moffet re: LMD funds/Mt. CB
- 12/2 JC meeting with K. Van Hoesen re: 2012 vacation planner
- 12/5 JC meeting with D. Ralston; J. Birnie; S. Gellert (arts community) re: co-op marketing planning
- 12/5 JC quarterly update to Crested Butte town council
- 12/6 JC/CT/WB/CR LMD meeting re: 2012 work plan/budget and supplemental plan for LMD funds
- 12/6 JC/CT lunch meeting with OnTheSnow.com and CBMR marketing team
- 12/7 JC to Ouray for Southwest Colorado Travel Region quarterly meeting
- 12/8 JC meeting with S. Clarkson/J. Moffet re: LMD supplemental funds plan
- 12/8 JC lunch meeting with Three Rivers Resort, M. Schumacher/J. Stevens re: marketing plan
- 12/11&12 JC attended Grand Circle Assn marketing meeting in Santa Fe
- 12/13 JC/CT LMD work session re: supplemental LMD funds
- 12/14 JC meeting with Secretary, S. Ferguson re: upcoming TA elections
- 12/14 JC meeting with J. Fonken re: USAPCC marketing efforts/Gunnison
- 12/14 JC/CT GoToMeeting conference with Internet Honey (new contractor: database/contact management)
- 12/15 JC/WB meeting with K. Van Hoesen/T. Scott re: outreach to marketing partners (at CB Chamber office)
- 12/15 Staff/Board/Advisory Board Holiday gathering at the Brick Cellar in Gunnison
- 12/16 JC conference meeting – TIAC board nominating committee
- 12/16 JC/WB/SF meeting with A. Huckstep, CB Mayor (in CB)
- 12/16 JC attended Arts Community discussion at CB Center for the Arts (5-7 PM)
- 12/19 JC/CT meeting with MK Murdaugh, Mozaic Marketing re: web site SEO efforts
- 12/20 JC/CT LMD meeting with CBMR re: supplemental LMD funds plan (approval)
- 12/21 JC/CT JC/CT final 2011 meeting with WSC intern- Gunnison-Crested Butte Film Commission project
- 12/22 JC/CT meeting with S. Swanson, M. Taylor; Travis (Gene Taylor's) re: Fly Fishing Network
- 12/22 JC meeting with Waggin Tails, new chamber member re: marketing plans
- 1/3 JC/CT meeting R. Strickland/Midnight Marketing re: SEO project work
- 1/3 JC/CT GoToMeeting Internet Honey re: new database management system
- 1/3 JC Meeting with J. Fonken, J. Messner, M. Ewell re: Gunnison River Festival event/marketing
- 1/9 JC election notice sent to local newspapers
  - a. GCB Community Calendar – continue to make contact with area events/groups re: info on web site
  - b. Clip Book Update – ongoing;
  - c. Web site optimization efforts ongoing; Continued enhancements on web site: more pages with specific content for optimization;
  - d. Ongoing purchase of media per the 2011 media plan; creating insertion orders; approving ads; emailing/uploading to publications
  - e. E-newsletters for specialty interests; regular E-communication to our lists and purchased lists
  - f. Collecting monthly fulfillment databases from our web site, Chambers and reader service lists (adding to master database by category); forwarding to Dove Graphics for fulfillment; fulfilling international requests electronically by emailing link to our online brochure with other useful information and CD mailings
  - g. Ongoing addition to electronic database via web site newsletter sign ups and e lists from other sources of information

**Executive Overview of Reports – January 10, 2012**  
**Tourism Association Board Meeting**

**Consent agenda: includes minutes, reports and 2011 finance report**

Web Traffic:

December 2011 web traffic was up 8% compared to December, 2010 and YTD traffic is up 31%. December's traffic increase can largely be attributed increased search engine traffic and e-communication to targeted consumer lists. We have increased our SEO contract for the remainder of the year and in 2012 in order to better optimize top pages on our site and provide more internal links.

Phone Call Volume:

- YTD December is up 12% to last year
- Month over month, December is up 23%

LMD tax: ending October up 2% YTD

Municipal Sales Tax:

- Gunnison YTD through October
  - retail: -2% (October flat to last year)
  - restaurant: flat (flat October versus last year)
  - lodging: -8% (gained 8%; October up 13% versus last year)
- Crested Butte YTD through October
  - retail: +3% (October comparison +1% versus last year)
  - restaurant: +6% (October up 21% versus last year)
  - lodging: +13% (October down 8% versus last year)
- Mt. Crested Butte YTD through October
  - Retail: +10% (October down 45% versus last year)
  - Restaurant: +13% (October down 82% versus last year)
  - Lodging: +15% (October up 6% versus last year)

**Director's Report (Progress Report second page of the Agenda document):** shows daily tasks outside of normal work by staff and board members (self explanatory)

**PR Report:**

November and December is included in this packet. See all past reports on [www.gcbta.com](http://www.gcbta.com)

**Accounting/Budget:**

Beginning at the July 13, 2010 meeting, the budget is approved as part of the consent agenda.

*On June 9 2010, we started working with Ridgeway Accounting & Consulting to do our bookkeeping. Our invoices are dropped off every other Monday/Tuesday and picked up and mailed on Wednesday/Thursday.*

**2011 budget:** we are 100% of the way through the year; have collected 100% of LMD revenue and are at 87% of our expenses. Large items yet to be invoiced/paid include staff wages 4<sup>th</sup> quarter; telephone/fax/internet 4<sup>th</sup> quarter; 8% of remaining media; web related expenses (Internet Honey set up)

Additional revenue: Film grant, carryover from 2010 budget year, Marble LMD revenue (offsetting increased size of vacation planner/web site to include Marble) and co-op advertising payments from partners.

**Minutes:** Attached. Please let us know if revisions are required during the board meeting.

Thank you,  
Jane Chaney, Executive Director

**Gunnison-Crested Butte Tourism Association  
Meeting Minutes – November 8, 2011- 7:30 AM Almont Resort**

IN ATTENDANCE: W. Bearth, C. Riggs, J. Moffett, C. Elliott, E. Seymour, T. Koehler, H. Channell,  
C. Taylor, J. Chaney

NOT IN ATTENDANCE: A. Eflin, S. Ferguson, F. Kugel, J. Valenzuela, K. Hassebroek, R. Gardner,  
A. Green

GUEST: Kerry LaFave, owner of Mario's

Note: A quorum was not established

7:30 AM        **WORK SESSION**

- Welcomed Candy Taylor, new GCBTA web master/interactive marketing manager
- Introduction of guests and all attendees
- Reviewed bylaws regarding board member positions; CBMR will appoint new seat holder to replace Darren Cole; seat is up for election in 2012.
- Discussed Action Items. Clarify the differences between Action Items 2 & 3; reviewed action item 4; discussions regarding organizing action plans; who is taking action, what are the steps and completion of the action item, and how will success be measured. It was suggested that at the January meeting the board identify stakeholders and assign board members to conduct interviews with the stakeholders. TA staff will re-write steps and action items as agreed upon and deliver to board members before January meeting.
- Discussed Gunnison Chamber, Crested Butte Chamber, and TA's websites: inconsistencies within and amongst the sites. Discussed how Montrose County websites have a consistent look and feel for all websites.
- Concerns were raised regarding the Gunnison Chamber website reservation system; consistently returns no availability (1.4.12 problem has been fixed). It was suggested that if the reservation system on the Gunnison Chamber's website is not functioning properly it should be removed. It also was noted that there is not list of lodging properties on the chamber's website outside of the reservation system. It was suggested that perhaps the chamber should add lodging to the business directory. W. Bearth proposed meeting with the chambers prior to the January meeting to discuss these issues.
- J. Chaney described the reservation process (ARES) on the TA's website.
- J. Moffett described other reservation technologies that allow properties to manage multiple extranet connections at the same time however cost for software is an issue.
- E. Seymour asked if county wide reservation system could also track the taxes collected.

8:25 AM        Adjourn work session

8:30 AM        **Call to order regular meeting of the GCBTA Board of Directors**

- Did not established quorum
- Elevator speech was read
- W. Bearth asked if there were any conflicts of interest to disclose; none brought up.

**Approval of Consent Agenda: No Quorum – Moved to January 2012 Meeting**

- Approval of minutes from October 11, 2011 meeting
- Approval of Staff Reports (Executive Overview/LMD Tax/Sales tax/web traffic/PR/phone call volume /Progress Report)
- Approval of 2011 Financial Report

8:35 AM        **Old Business:** none at this time

8:35 AM

**New Business:**

- C. Riggs submitted resignation effective 11/8/2011 due to no longer being a chamber member in good standing. W. Bearth thanked C. Riggs for her participation and donation of time.
- Discussed bylaws and amendments regarding board member positions and requirements. H. Channel discussed how the board could amend the bylaws to allow for an auxiliary board member that is not a chamber member; someone who is active in tourism related business. J. Chaney further discussed bylaws and amendments and described the current rules for appointing board members. She further explained why the decision was made for the TA to be a non-membership based organization and it was decided that board members were required to be chamber members in good standing. It was suggested that a committee be formed to study the bylaws, amendments and whether there was a need to expand the board to include additional positions (elected officials and non-chamber members). J. Chaney will seek legal assistance to get advice on this matter. H. Channel suggested that she seek pro-bono legal counsel. J. Chaney agreed to pursue this issue.
- Based upon the previous topic of the possibility of amending the bylaws to allow non-chamber board members, C. Riggs was asked if she would consider rescinding her resignation.
- J. Chaney discussed bylaws guiding annual elections and presented the 2012 board election process document showing the open seats/rotation of seats of north/south valley and suggested that current board members begin recruiting individuals to run for election. Members discussed what seats are up for renewal. It was suggested that the bylaws be reviewed so we do not end up with so many seats changing at one time. Stu Ferguson as secretary heads the election committee.
- Kerry LaFave, owner of Mario's, was given the opportunity to comment on her interest in replacing C. Riggs on the board. She indicated yes.
- J. Chaney presented the GCBTA Budget vs. Actuals report, 3<sup>rd</sup> Quarter Stats report and upcoming 3<sup>rd</sup> quarter presentations for the LMD, Mt. CB, Gunnison, and CB.
- Discussed the December meeting/holiday gathering. The December meeting will be cancelled in lieu of a holiday gathering. J. Chaney will send out a request for three dates for members to choose from and the date that receives the most votes will be the date of the gathering. A location will be determined in the south valley. The event will not be funded by TA funds; everyone is on their own for any costs.

9:15 AM

**Reports:**

- RTA - none
- Municipalities/County - E. Seymour reported on the public hearing on the proposed 2012 budget and contract for services with the TA, USA Pro Cycling Challenge, and the desire to acquire more summer events
- Public Lands – none
- Chambers - none
- WSC – Reported on desire to add additional programs to the college, adding another women's sport, college name change, wellness center, dedication for Mountaineer statue.
- CBMR – Reported that group bookings were better than individual bookings to date, CBMR is getting the mountain ready to open, making snow, CB Songwriters festival, Brotherhood of Skiers bringing in a large group.
- Town of Crested Butte – J. Wirsing reported on new council members, July sales tax collection highest ever, and August/September exceeded last year. Also added the roof was almost complete on the ice rink.
- South Valley Lodging - None
- North Valley Lodging – None

9:37 AM meeting adjourned

**PR REPORT for Nov. 1 – Dec. 31, 2011**  
*Buehler Communications Inc. for Gunnison-Crested Butte Tourism Association*

**Press Releases/Articles**

- Press releases distributed to media: Grand Traverse/Alley Loop, Wedding Ideas for All Seasons/Wedding Show, Nordic Skiing Booming in G-CB, Famcations
- Local media press releases: West Elk Loop Scenic Byway selected for state healthy family vacation program, locals' holiday fair on American Airlines announced
- Continue work on winter/spring releases, posted at [www.GunnisonCrestedButte.com/media](http://www.GunnisonCrestedButte.com/media). Will start summer/fall releases in January and February

**Media Contacts**

- Information: to Tulsa Magazine for spring break article, [sharingtravelexperiences.com](http://sharingtravelexperiences.com) for winter cocktails/hot toddies article (Montanya), [snocountry.com](http://snocountry.com) for G-CB Nordic skiing article, Denver Life for weddings article, to [coloradodirectory.com](http://coloradodirectory.com) for 2012 calendar of events, to writer pitching Family Circle about summer adventures for families with tweens/teens, Denver Business Journal about resort town winter activities for people who do not ski/snowboard
- Photos: Nordic skiing photos to the Colorado Springs Gazette, snowshoeing photos to Austin-American Statesman, variety of photos to Moon Colorado Travel Handbook being published by Avalon Travel Handbooks, torchlight parade/fireworks photo to Out of Denver magazine
- Video: Working with Huffington Post to gather video for America's Top Ski Towns. Aaron Huckstep is our local taking video, and Erica Reiter from CBMR also is assisting TA with this process. Helped connect Colorado Tourism Office with Gunnison video for a USA Pro Cycling Challenge project.
- Media Visits – Jayme Moye (managing editor for Elevation Outdoors and freelance writer) and photographer Steve Zdawczynski, Nov. 22 - 27
- Upcoming Media Visits – [powderhounds.com](http://powderhounds.com), Jan. 2 – 7; Shelly Steig, freelancer on assignment for AAA Home & Away, Jan. 13 - 15
- Colorado Tourism Office opportunities, submitted information for: The Look of Love, Celebrating Snow (festivals) and Beyond the Slopes press releases; holiday media pitching opportunities; world's zaniest winter festivals for [smartertravel.com](http://smartertravel.com); and what's new for Outside magazine
- Help a Reporter media leads: family travel, Feb.-March 2012 fitness vacations, best couples' retreats, last-minute family travel deals & giveaways, fall & winter hotel and lodging deals, travel trends/tips/must-see destinations, family travel events for Jan.-Feb. 2012, yoga retreats, weird holiday or winter celebrations/rituals/activities, locally-inspired winter cocktails/hot toddies, autism-friendly destinations and hotels, fido-friendly getaways for winter, snowshoe travel tips and venues
- Others as they respond to press release emails or have editorial/photo needs
- Respond to writers inquiring about media FAMs

**Media Hits – Outside the Area**

- The Crested Butte Cure (winter feature) – Austin Monthly
- Piles of Powder Bless Crested Butte (winter feature) – Houston Chronicle, picked up by San Antonio paper
- Daytripper: Crested Butte – Colorado Homes & Lifestyles
- Crested Butte is #9 Best Place to Ski & Stay in North America - Condé Nast Traveler
- Peak Personalities (including CB under Nirvana for Pure Skiing Section) – Celebrated Living
- Top 10 Vacation Destinations this Holiday Season according to Wyndham Worldwide (including CB) – press release picked up by media such as [msnbc.com](http://msnbc.com), [Individual.com](http://Individual.com), Daily Herald, KMAX-TV, Renewable Energy World, Collegiate Presswire, [womenontheirway.com](http://womenontheirway.com)
- Best Colleges for Skiers (including Western State College) – [espnW.com](http://espnW.com)
- USA Pro Cycling Challenge Announces Host Cities for 2012 – Lots of media mentions
- Cover Shot for Darell Parks Cycling Calendar is USA Pro Cycling Challenge near Gunnison River on Hwy. 135
- Colorado Resorts: as varied as snowflakes (including CB) – Miami Herald
- Western Resorts Optimistic about Snowy Season (incl. Grandest Christmas Ever deal) – Miami Herald
- 5 Top New Year's Travel Destinations (including CB) – [thestreet.com](http://thestreet.com)

- 10 Reasons to Try Skiing This Winter (including Irwin's snowcat skiing) – Sunset magazine story picked up by CNN.com and KTVQ-TV
- 10 Almost Free Travel Deals (including Friends & Family Fly Free) – USA Today
- Top Ski Resorts for Experts in Colorado (including CB) – CBS TV Denver
- From Affordable to Luxurious, a Look at Winter's Ski Resorts (including CB) – St. Petersburg Times
- Slope-Top Stuffing (including Uley's Cabin) – AAA Colorado EnCompass
- How to Find Lift Tickets for Less (including CBMR's ski free on your birthday) – The NY Times, picked up by the Today Show and MSNBC.com
- How to Unwrap Birthday Deals (including CBMR's ski free on your birthday) – Smart Money
- Ski Deals (including CBMR's early season deal) – Frommers.com
- Cristiana Guesthaus's Anniversary Deal – [travelpulse.com](http://travelpulse.com), Elevation Outdoors blog
- Family Ski Guide (including CB) – Eileen Oginitz's Taking the Kids syndicated column
- Colorado resorts court skiers with deals, new features (including ski free on your bday) – [azcentral.com](http://azcentral.com)
- CB is second snowiest city in America – Weather Channel
- What's New & Old in G-CB – Boston Merchant Financial Services,
- A Non-Skiers Guide to Winter in Colorado (including CBNC's yurt dinners) – [bbc.com/travel](http://bbc.com/travel)
- SmarterTravel's Best Stories of 2011 (including Friends & Family Fly Free)
- Christmas Vacation/Holiday Season Packages (including Grandest Christmas in CB) – [travelwithkids.about.com](http://travelwithkids.about.com)
- Colorado Tourism Office Press Releases – Nordic photography workshops included in Experience Colorado Beyond the Ski Slopes, U.S. Extreme Freeskiing Championships included in Colorado's Extreme Winter Sports Take Center Stage in 2012, Yoga Rocks the Butte in Colorado Is Buzzing with New Offerings in 2012
- Apres Ski, Arts & Affordable Luxury in Colorado (including Montanya) – [gutsytraveler.com](http://gutsytraveler.com)
- CBNC's Yurt Dinners – [snowshoemag.com](http://snowshoemag.com)
- Eat & Snowshoe Events (including CBNC's yurt dinner) – [snowshoemag.com](http://snowshoemag.com)
- Adaptive Sports Center (winter) – [snowshoemag.com](http://snowshoemag.com)
- Nordic Photography Workshop – Colorado Springs Business Journal
- Endurance Snow Sports (including Alley Loop & photo) – Elevation Outdoors
- Alley Loop & Grand Traverse – [goingplacesnearandfar.com](http://goingplacesnearandfar.com)
- Nordic Events in G-CB Valley – Colorado Springs Gazette, [goingplacesnearandfar.com](http://goingplacesnearandfar.com), [milehighgayguy.com](http://milehighgayguy.com)
- Travel Ski Getaways (including Nordic in G-CB) – [weddingsandhoneymoons.com/travel](http://weddingsandhoneymoons.com/travel)
- CB Zip Line Tours (including photo) – Elevation Outdoors
- Torchlight Parades Top Off Year at Rockies Resorts (including CBMR) – [onthesnow.com](http://onthesnow.com)
- Irwin snowcat skiing – [onthesnow.com](http://onthesnow.com), 5280, feature in Snow magazine, [foxnews.com](http://foxnews.com)
- CBMR's military deals and Military Appreciation Week – Military Officers Association of America
- Best Holiday Gifts for Adventure Kids (including Mountain Boy Sledworks) – Outside
- Five Very Scary Runs (including Rambo at CBMR) – Mother Nature Network
- Regrooving Country in the Rockies (now CB Songwriters Festival) – Mountain Gazette
- Dogwood Cocktail Cabin – [onthesnow.com](http://onthesnow.com)
- Wildflowers Signal Spring (mentions CB as a wildflower hotspot in US)
- West Elk Loop Scenic Byway Selected for Kid-Healthy Tourism Program – Glenwood Springs Post Independent, Aspen Times
- New Year's Eve Events (including yurt dinner & party) – Denver Post
- G-CB winter events from Jan – April – RV Journal
- Yoga Rocks the Butte & CB Songwriters Festival – [topeventsusanews.blogspot.com](http://topeventsusanews.blogspot.com)
- CB Songwriters Festival – [musicrow.com](http://musicrow.com), [bmi.com](http://bmi.com)
- CB True Value's Jingles the Cat – story on 9 News TV in Denver, mentioned on The Weather Channel
- Winter Warmers: Locally Inspired Holiday Cocktails (including a drink from Montanya) – [sharingtravelexperiences.com](http://sharingtravelexperiences.com)
- Local Distillers Quench Big Thirsts (including Montanya) – Durango Herald
- ArtWalk Evenings in CB – [justluxe.com](http://justluxe.com)
- CBMR Turns 50 – Elevation Outdoors e-news and blog
- Powder (including CB) – Yellowscene

- Packing (including CB Nordic Center) – Yellow Scene

**Other Activities**

- Met with Erica Reiter & Aaron Huckstep about taking video for Huffington Post
- Met with Erica Reiter about winter PR, Vocus contract renewal, etc.
- Attended Irwin’s unveiling of Eleven brand and Scarp Ridge Lodge celebration
- Spoke at Western State College marketing classes about PR
- Continue to update media lists, clip books and media room on website