

Gunnison-Crested Butte Tourism Association
Agenda – October 11, 2011- 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)
- **Overview of September work session:** those in attendance broke into sub groups to continue work on individual action plans; groups reported out; Board and Advisory BOD members were e-mailed the updated action plans on 10/5/11. ***The focus for the October work session will be an informational presentation by staff to educate the board and advisory board on current marketing efforts; action items 2-4 being worked on each have some element of marketing to them; it will be helpful for all to know what is currently in the works to eliminate duplication of efforts.***

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)

Approval of Consent Agenda:

- Approval of minutes from September 13, 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

Motion to approve Consent Agenda by: _____ 2nd by: ____ Vote:

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

8:35 AM **New Business:**

- E. Kelleher's resignation – update on action being taken to fill position
- Correspondence – Cattlemen's Days
- Western State College intern program - M. Vieregge, PhD, Prof of Business Administration, Resort Management, Conversion study project

8:45 AM **Review/approve/vote: 2012 budget and Work Plan**

9:15 AM **Reports:**

- RTA
- Municipalities/County
- Public Lands
- Chambers
- WSC
- CBMR
- South Valley Lodging
- North Valley Lodging

PROGRESS REPORT

September 13 – October 11, 2011

- 9/15: EK phone meeting with Undertone re: potential rich media ad placements
- 9/16: EK phone meeting with Wildfire re: potential social media promotions
- 9/16 JC attended RTA meeting in Gunnison
- 9/20: EK submitted resignation
- 9/21: EK began transition phase
- 9/21 JC attended Governor's Tourism Conference, Loveland, CO (thru 9/23)
- 9/27 JC attended BOCC meeting representing W. Elk Byway re: Carbondale/CB trail
- 9/28: JC EK phone meeting with Internet Honey
- 9/28 JC meeting with Prof. Vieregge, WSC re: class project on TA web site conversion
- 9/28 JC attended Gunnison Country Economic Development Council meeting
- 9/29 JC attended Gunnison-Crested Butte Wedding Council meeting
- 9/29: EK phone meeting with J. Ernst re: SKI Magazine online advertising
- 9/30: JC EK phone meeting with D. Malone re: Colorado.com
- 10/6: EK last day
 - a. GCB Community Calendar – continue to make contact with area events/groups to load 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
 - g. Ongoing addition to electronic database via web site newsletter sign ups and e lists from other
 - h. sources of information

Executive Overview of Reports – September 13, 2011
Tourism Association Board Meeting

Consent agenda: includes minutes, reports and 2011 finance report

Web Traffic:

September web traffic was up 29% compared to September, 2010 and YTD traffic is up 60%. September's traffic increase can largely be attributed increased search engine traffic which was up over 51% from September, 2010. We have increased our SEO contract for the remainder of the year in order to better optimize top pages on our site and provide more internal links. Additional successful campaigns targeted regional hunters and fall Colorado travelers. Facebook referrals to our website were up 150% over September, 2010. We also launched our first iPad ads with the Denver Post geo-targeted to just Coloradans and found that campaign encouraged new visitors on our site.

Phone Call Volume:

- YTD September is up 4% to last year
- Month over month, September is up 40%

LMD tax: ending July up 8%

Municipal Sales Tax:

- Gunnison YTD through July
 - retail: -4%
 - restaurant: -2%
 - lodging: -16%
- Crested Butte YTD through August
 - retail: +3%
 - restaurant: +5%
 - lodging: +11%
- Mt. Crested Butte YTD through August
 - Retail: +11%
 - Restaurant: +15%
 - Lodging: +15%

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

PR Report:

September is included in this packet. See all past reports on www.gcbta.com Fall foliage and drive mentions continue to generate big media for us. Happens every year and only gets better with mentions this year in places like USA Today, ABCNews.com, Yahoo, smartertravel.com, frommers.com, petergreenberg.com, etc.

Budget/Accounting:

Beginning 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 75% of the way through the year; have collected 75% of LMD revenue and are at 720% of our expenses.

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

PR REPORT for Sept. 8 – Oct. 5, 2011

Buehler Communications Inc. for Gunnison-Crested Butte Tourism Association

Press Releases/Articles

- Press releases distributed to media: Took a break, getting ready to launch winter/spring
- Local media press releases: weekly September Splendor in the Rockies updates
- Working on winter/spring releases.

Media Contacts

- Information: December – February events and photos to Colorado Expression magazine
- Photos: winter shot of Elk Avenue to ShiningJoy.com; loaded fall photos on 9 TV station websites in Denver, Grand Junction, Colorado Springs/Pueblo; winter photos to Candis magazine in the UK, winter photos to CBS Television's Watch! Magazine, fall photos to www.smartertravel.com
- Media Visits – Sharron Livingston, writer for Jewish Chronicle, Sussex Life, Travel Magazine (organized by Colorado Tourism Office); Phil Marty, freelance writer/photographer and travel columnist for Chicago Tribune (gets picked up by other Tribune papers)
- Upcoming Media Visits – freelancer Peter Guttman (peterguttman.com) to photograph the Crystal Mill in Marble (Oct. 6 – 7) and visit a couple other Colorado destinations. Peter has had the #1 bestselling travel app on the iPad, contributes to Conde Nast Traveler and has a travel show. Organized by Colorado Tourism Office.
- Colorado Tourism Office opportunities, submitted information for: Huffington Post media request
- Help a Reporter media leads: submission for "The Basket List: 101 Best Places to See on Your Bicycle" book, working on submission for upcoming pet friendly book
- 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

- 7 Sensational Scenic Drives for Autumn (including West Elk Loop specifically Black Canyon, CB, Gunnison) – originated on smartertravel.com, picked up by ABCNews.com, yahoo.com, USA Today and more
- Top 5 Bargain Destinations for Fall (including G-CB) – USA Today
- Top 10 Canyon Hikes in U.S. Parks (including Black Canyon of the Gunnison's North Vista Trail) – National Geographic book "The 10 Best of Everything – National Parks"
- Fall Drives – Greeley Tribune, windsornow.com, CBS Channel 4 – Denver, Colorado Springs Gazette, NBC Channel 9 – Denver, Fort Collins Coloradoan, examiner.com
- Fall Foliage – frommers.com, petergreenberg.com, laurelkallenbach.com/lkblog, Greeley Tribune (photo taken on Kebler Pass), photo on Outdoorphotographer.com
- Fall in Love With Colorado (Colorado Tourism Office press release including zipline at CBMR) – at least 95 media hits
- Top Outdoor Recreation Activities & Places to Enjoy Autumn in Colorado (Outdoor Traveler Destinations press release including Crested Butte) – at least 20 media hits
- Fall Festival of Beers & Chili-Cookoff – Denver Post Best Bets, examiner.com
- Vinotok – laurelkallenbach.com/lkblog, topeventsusanews.blogspot.com, coloradoouting.com
- Crested Butte Film Festival – Denver Post Travel section, Denver Post Entertainment section, Examiner.com, 9news.com (Denver)
- Carvin' Up Colorado – Colorado Country Life
- Visitors Back & Spending Up in Colorado's High Country (including photo of downtown CB during USA Pro Cycling Challenge) – Denver Post Business section
- Dual-Sporting Riding (Motorcycles) Out of Gunnison – examiner.com
- Great Spring Break Destinations (CB one of three in Colorado mentioned) - cheapmommy.com
- Photo of the Day (Lower Loop Trail in CB) – mbaction.com

Other Activities

- Attended Governor's Conference on Tourism, Sept. 21 – 23, in Loveland with Jane
- Continue to update media lists, clip books and media room on website

