

Gunnison-Crested Butte Tourism Association
Agenda – November 8, 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)

- Welcome Candy Taylor, web master/interactive marketing manager

Overview of October work session: The focus of the October work session was an informational presentation by J. Chaney in order to educate the board and advisory board on current marketing efforts. Action items 2-4 each have some element of marketing to them and sharing current staff efforts may help to eliminate duplication of efforts. An informational document was handed out and reviewed.

November work session: Clarify the differences between Action Items 2 & 3; review #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.

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 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

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

8:35AM **Old Business:** none

8:35 AM **New Business:**

- C. Riggs announcement
- 2012 board elections process begins in January
 - Open seats/rotation of seats north/south valley (see attached)
- December meeting/holiday gathering discussion

9:15 AM **Reports:**

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

Upcoming 3Q presentations: LMD 11/8 @ 1 PM; Mt. CB 11/15; Gunnison 11/29; CB 12/5 (Town times TBD)

PROGRESS REPORT

October 11 – November 8, 2011

10/12 JC second interview with finalist for webmaster position; E. Kelleher present
10/17 JC/C. Taylor first day in the office
10/18 JC/ET meeting with GCB Film Commission WSC intern, G. Eggleston
10/19 JC/ET webinar MTRIP
10/20 JC meeting with A. Ralph Chaffee County marketing
10/21 JC meeting with J. Starr/G. Glassgen re: international tourism (Russia)
10/24 JC/EK/CT job transition
10/25 JC/BB meeting with L. Puckett/CB Nordic marketing
10/27 CT GoToMeeting with Blue Tent (email contact manager software)
10/31 JC/BB Airline marketing meeting at CBMR
11/1 JC/CT conference call Internet Honey set up
11/2 JC Silver Thread Byway meeting in Gunnison
11/3 JC/CT site inspection visits in CB/Mt. CB
11/4 JC/CT RTA meeting in Gunnison

- 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 sources of information

Gunnison-Crested Butte Tourism Association
Meeting Minutes – October 11, 2011- 7:30 AM Almont Resort

IN ATTENDANCE: W. Bearth, C. Riggs, D. Cole, C. Elliott, A. Eflin, S. Ferguson, F. Kugel, J. Valenzuela , J. Chaney,

NOT IN ATTENDANCE: K. Hassebroek, R. Gardner, A. Green

OTHERS: T. Koehler, E. Seymour, S. Snell-Dobert (did I inadvertently omit anyone of our Advisory Board?)

7:30 AM **WORK SESSION**

- The focus of the October work session was an informational presentation by J. Chaney in order to educate the board and advisory board on current marketing efforts. Action items 2-4 each have some element of marketing to them and sharing current staff efforts may help to eliminate duplication of efforts. An informational document was handed out and reviewed. (September was the last board meeting attended by E. Kelleher)
- It was suggested that a staff member sit on each of the Action Item groups to assist with thoughts about marketing during discussion. Currently, J. Chaney will rotate among the groups until the new web master is hired and trained.
- During the November work session the focus will be to clarify Action Items 2 & 3 and review #4

8:25 AM Adjourn work session

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

- 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:

- 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: S. Ferguson; 2nd by: D. Cole; Vote: all in favor

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

8:35 AM **New Business:**

- J. Chaney updated board on process and action being taken to fill the web master/interactive marketing manager position
- Positive correspondence received from Cattlemen's Days Committee was read to the board
- The 2012 spring semester plans for a new Western State College intern program supporting a conversion study project with Prof. M. Vieregge, PhD, Prof of Business Administration, Resort Management was reviewed.

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

- Discussion included:
 - An amendment of one typo was noted
 - Is there any oversight being done on LMD collections? None that TA is aware of at this time.
 - If those not reporting LMD were discovered, does County have enforcement tools available? Not that the TA is aware of; J. Chaney will ask M. Birnie about this.
 - Discussed efforts being made by local municipalities to check sites such as VRBO (vacation rentals by owner) to try and track down sales taxes/LMD taxes due
 - J. Chaney to forward "budget worksheet" to board to better demonstrate how 2012 line items were arrived at
- Motion to approve amended 2012 work plan and budget: by C. Elliott; 2nd by: D. Cole; vote: all in favor

9:15 AM

Reports:

- RTA - none
- Municipalities/County - none
- Public Lands – starting 2012 budget; question as to funding of NPS; functioning as if funds will be available
- Chambers - none
- WSC – discussion about name of WSC underway; new printing press on campus
- CBMR – update of USA PCC (2012 LOC bids due 10/31); season passes pacing up over last year; FIT business off last year; group business is up; Epic Relay returns in 2012; 3 year contract with Leadville 100 Qualifier
- South Valley Lodging - summer was up over last year
- North Valley Lodging – winter pacing up YTD over last year

D. Cole announced resignation from CBMR; going to Powderhorn as GM/COO

9:37 AM meeting adjourned

Executive Overview of Reports – November 8, 2011
Tourism Association Board Meeting

Consent agenda: includes minutes, reports and 2011 finance report

Web Traffic:

October web traffic was up 48% compared to October, 2010 and YTD traffic is up 60%. October's traffic increase can largely be attributed increased search engine traffic and e-communication to targeted consumer list as well as Facebook referrals. 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.

Phone Call Volume:

- YTD October is up 9% to last year
- Month over month, October is up 83%

LMD tax: ending August up 4% ; we hope to see a significant increase in revenues when we see the September (3rd Q) collections

Municipal Sales Tax:

- Gunnison YTD through August
 - retail: -4%
 - restaurant: -1%
 - 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:

October is included in this packet. See all past reports on www.gcbta.com

Accounting/Budget:

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 83% of the way through the year; have collected 83% of LMD revenue and are at 77% 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 Oct. 6 - 31, 2011

Buehler Communications Inc. for Gunnison-Crested Butte Tourism Association

Press Releases/Articles

- Press releases distributed to media: November Season Kick-Off, Holidays in the Rockies
- Local media press releases: new GCBTA employee Candy Taylor
- Working on winter/spring releases, starting to post on www.GunnisonCrestedButte.com/media

Media Contacts

- Information: to Cycling Mobility for a Crested Butte article, Organic Spa Magazine (through freelancer Nicole Dorsey) for Yoga Rocks the Butte, to M magazine (geared toward Kansas City Moms) for holiday happenings
- Photos: CBMR torchlight parade to About.com's Travel with Kids Guide and M magazine (Kansas City moms magazine), Grand Traverse for La Montagne et Alpinisme (French Alpine Club publication)
- Media Visits – Qun Chen, photographer and writer for National Geographic Traveler/China to take fall photos; Pete Holley, reporter for the Houston Chronicle (assisted with ideas, didn't want to be hosted); freelancer Peter Guttman (peterguttman.com) to photograph the Crystal Mill in Marble (Oct. 6 – 7) and visit a couple other Colorado destinations (Colorado Tourism Office organized the visit). Peter has had the #1 bestselling travel app on the iPad, contributes to Conde Nast Traveler and has a travel show.
- Colorado Tourism Office opportunities, submitted information for: Huffington Post's Postcards from America; CTO press releases including Extreme Colorado, Winter Wonderland, What's New Winter 2011-2012; photos for CTO's Flickr
- Help a Reporter media leads: great deals for winter travel (Smarter Travel), what's new for 2012 (Smarter Travel), family events for November and December (Eileen Ogintz, family travel columnist)
- 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

- Crested Butte Ski Destination – feature in Chicago Tribune, picked up by Sun Sentinel, Baltimore Sun, South Bend Tribune, WGN-TV, WITI-TV, KCPQ-TV
- Crested Butte is Close to Perfection – fair-weather feature in Houston Chronicle
- 10 Best Ski Resorts for Families (including Crested Butte) – Forbes, and mentioned by onthesnow.com and Newsday
- Best Fall Drives (including Kebler Pass) – US News & World Report
- Gunnison Car Show – major feature in Auto Enthusiast Weekly
- CS Irwin/snow cat skiing – feature story in Snow magazine
- Top Ski Getaways (Elevation Hotel was a Top 10 pick) – Mountain Living
- Colorado Ski Guide 2011 (Djangos and Lobar in a Bring on the Night section) – Wild Blue Yonder (Frontier in-flight magazine)
- Skiing Destination (included Crested Butte, Powder Mountain & Castle Mountain) – Planet Snow (Germany)
- G-CB Holiday Happenings – Digital Producer, Benzinga, Digital Journal, News Guide, Hollywood Industry, Digital Game Developer, worldbookandnews.com, funtravels.com
- November Happenings in CB/Mt. CB – summitsoujourner.com, funtravels.com, snowshoemag.com
- Early Season Deals for Skiing Vacations (including CB/Mt. CB deals) – shermanstravel.com, usatoday.com, frommers.com
- Family Ski Deals – frommers.com
- Alley Loop Now Part of American Ski Marathon Series – firsttracksonline.com
- Fly-fishing in CB – Daily Fly Fishing News/midcurrent.com
- Birdwatching in Canyons & Monuments in Southwest USA (including Black Canyon & Gunnison) – artusobirds.blogspot.com
- Fall photos from G-CB area – outdoorphotographer.com
- G-CB winter events – RV Journal

Other Activities

- Attended flight marketing committee meeting with Jane
- Met with Laura Puckett from CB Nordic Center to discuss marketing and PR opportunities, with Jane
- Social media debriefing with Erica and Jane