

**Gunnison-Crested Butte Tourism Association
Board Meeting Agenda – Tuesday, April 19, 2011**

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.

- 7:30 AM Welcome incoming board members; acknowledge outgoing board members
(official recognition of each group under “new business”)
- Kat Hassebroek – Peak Property Management/Real Estate/Prop Mgmt/RE seat
 - Frank Kugel – Gunnison River Festival/valley wide non-profit seat
 - Stu Ferguson – GL Computers/valley wide retail/commercial/outfitter seat
- 7:35 AM Call to order – 9th Work Session
- Update: Gunnison-Crested Butte Film Commission: student intern project status
 - All local government presentations complete – positive reception by all
 - REVIEW: TA Assessment process (identify topics for retreat to be voted/approved in regular meeting)
- 8:30 AM **Call to order** – April 2011 Board Meeting of the GCBTA
Establish quorum
- Conflict of Interest disclosure by board members (reviewed at every board meeting per IRS recommendation)**
- Consent Agenda:**
- Approval of minutes from March 8, 2011 meeting
 - Approval of 2011 Financial Report
 - Approval of staff Reports (LMD/Sales tax/web traffic/phone call volume /Executive Overview/PR/Progress Report)
- Motion to approve Consent Agenda by: _____ 2nd by: _____
- 8:35 AM **Close 2010 budget**
- Review 2010 Balance Sheet and Profit & Loss documents – W. Bearth
 - Review and close 2010 budget; approve 2010 Financial Report: motion _____ 2nd _____
- 8:45 AM **New Business –**
(NOTE: regular updates by RTA, Public Lands, Chambers, WSC and CBMR will be postponed until the June board meeting; May is the TA Board retreat month)
- i. Notice of resignation: S. Pierotti
 - ii. Official action: C. Ladoulis removal from the board
 - iii. Discussion - one year appointments for S. Pierotti and C. Ladoulis
 - a. Both “At-large” seats (one south and one north)
 - b. Nomination and vote to approve appointments
 - iv. Official welcome and motion to approve new board members (vote by current board – last official vote)
 - v. Official acknowledgement of outgoing board members
 - vi. Board nominations and election of Executive Committee by new board
 - vii. Discussion/approval of topics from work session to carry forward to May retreat agenda
 - viii. Discuss/approve retreat date (week of May 16-20)
- 9:30 AM Adjourn

Attachments:, April agenda, March minutes, Executive Overview of April Reports – PR Report, Progress Report, Stats Report; 2010 final budget, 2011 budget

PROGRESS REPORT
March 8 – April 18, 2011

- 3/8 JC EK Gunnison City Council quarterly update & Film Commission presentation
- 3/9 JC/EK ARES conference call re: new social media application
- 3/11 JC/EK attended/presented update at RTA meeting
- 3/11 JC meeting with WSC intern working on economic development program
- 3/15 JC/EK and WSC interns GCB Film Commission presentation to Mt. CB council
- 3/16 JC presentation to north valley Rotary re: GCB Film Commission and TA activities
- 3/16 JC attended CB Center for the Arts future plans group meeting
- 3/16 EK Vocus social media webinar
- 3/18 JC meeting with J. Fonken re: assistance to south valley QPC LOC
- 3/18 JC meeting with S. Pierotti re: resignation
- 3/22 JC/EK and WSC interns GCB Film Commission presentation to BOCC
- 3/23 JC attended Gunnison County economic development summit at WSC
- 3/23 JC attended Gunnison Trails project meeting at WSC with US Rep. S. Tipton re: Gunnison to Crested Butte mountain bike trail
- 3/23 EK UPCC conference call - Gunnison LOC
- 3/29 EK Tour Colorado webinar
- 3/30 JC/BB/EK meeting with north valley LOC chairs H. Huckstep/K. Trujillo
- 4/5 JC to Mountain Travel Symposium (Beaver Creek) attended Executive Summit
- 4/6 WB/CR/JC Executive Committee meeting
- 4/6 EK meeting with J. Fonken re: social media
- 4/8 JC/EK attended/updated RTA board at monthly meeting
- 4/8 JC orientation meeting with new board member, Kat Hassebroek
- 4/8 JC orientation meeting with new board member, Stu Ferguson
- 4/8 JC orientation meeting with new board member, Frank Kugel
- 4/8 JC/EK GCB Film Commission meeting with WSC interns and Professor T. Schliesman
- 4/12 WB/CR/JC/EK TA Assessment meeting with LMD board of directors
- 4/12 JC EK meeting with P. St. George re: UPCC marketing
- 4/14 JC attended CB Lodging meeting
 - 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; filling international requests electronically by emailing link to our online brochure
 - g. Ongoing addition to electronic database via web site newsletter sign ups and e lists from other sources for information

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Minutes March 8, 2011 –7:30 AM, Almont Resort

IN ATTENDANCE: W. Bearth, S. Pierotti, R. Gardner, C. Elliott, C. Riggs, M. Taylor, D. Weins, J. Chaney, E. Kelleher
NOT IN ATTENDANCE: A. Green, D. Cole, J. Valenzuela, C. Ladoulis,
OTHERS: S. Snell- Dobert, S. Ferguson, J. Wirsing, D. O'Reilly, J. Moffet, R. Bond, T. Kohler

8:33 AM **Call to order** – March 2011 Board Meeting of the GCBTA

Establish quorum

Consent Agenda:

Approval of minutes from February 8, 2011 meeting

Staff Reports (LMD/Sales tax/web traffic/phone call volume /Executive Overview/PR/Progress Report)

Motion to approve Consent Agenda by: C. Riggs 2nd by: R. Gardner

8:40 AM Distribute and discuss 2010 and 2011 budgets

- Budgets distributed.
- 3 invoices approved over weekend toward 2010 budget. Will close budget at April BOD meeting.
- LMD reserve conversation: Centered around low, underperforming LMD tax revenues. While TA, has committed to spending dollars, if LMD revenues decrease, our fund balance will help pay the bills for cash flow purposes.
- Plan is the same every year. Reserve fund contains 3 months operating expenses. We look at budget on quarterly basis. We had to cut the budget in the year for the year last year because of declining LMD revenues. We review LMD fund balance with LMD Board on quarterly basis.
- J. Chaney will add balance sheet or income statement in next meeting's packet.
- The LMD fund gets audited each year. Ridgway Accounting handles TA's books, staff does not. N. Hewitt is doing TA's 2010 taxes and could be a second set of eyes.
- PNL and balance sheet will be presented at April BOD meeting and then we will discuss audit at that point.
- Current status: 16% through 2011, 11.5% of expenses. LMD check will be deposited.
- Motion to approve financial report: S. Pierotti 2nd: C. Riggs

8:45 AM **Old Business** –

- i. Conflict of Interest: reviewed at every board meeting per IRS recommendation
 - Discussed.
 - Suggestion to move to top of agenda so COI is reviewed at the beginning of each meeting.
 - BOD Retreat based on assessment.

9:10 AM **New Business** –

- i. RTA Update – S.Truex:
 - There will likely be an extra segment on weekends out of Denver. 3 flights a day on weekends July through Labor Day. Schedule will soon be set.
 - BOD meeting on Friday in Gunnison, discussing 2012 budget and level of commitment to each program.
 - Revenues down 23% in 2010 vs. 2007.
 - Airlines now require RTA to pay guarantees upfront.
 - Bus goes to free on April 4: 3 round trips a day through opening of ski area in November. No decision has been made regarding charging fee for next winter
 - Service for next winter TBD as RTA does not have all of this winter's data yet.
 - J. Moffett: Tax revenues from airplanes is \$150-\$200 per passenger, so our cost per passenger is about \$50. Air is still a solid investment in regards to tax return on investment.

ii. Public Lands Update - S. Snell Dobert:

- Summer operating plan as usual; preparing for summer on limited budget.

- Interagency effort with Sage Grouse Festival April 9: Summit will be a lot of scientists coming in to discuss sage grouse and research. Festival will be at Fred R. Fieldhouse. There will be a kids' corner. Each agency will be represented with a table.
- Ryan Johnson is gearing up for summer with Pappy's and Elk Creek Marina operations
- New curriculum based education program with Curecanti NRA and Black Canyon NP. Example: Winter ecology through snowshoe tour, making dens in snow, taking temperatures. 200 students and teachers in just two months – most from Montrose/Delta but will try for more on Gunnison side next year. Goal: hook kids on snowshoeing and get involved in other activities and being active and outdoors.

iii. Chamber Updates – R. Bond, Crested Butte/Mt. Crested Butte Chamber:

- Fat Tuesday: Mardi Gras parade at 5: 30, ends at 2nd, Gumbo Cook-off, many floats in parade
- Leadville 100 Race Changes: Lottery which 5,000 people register, 1,300 get selected. 1/3 DNF since they are not qualified. So, new owners have established a plan to have qualifiers around country. One in Northeast, California, and one in Colorado. 1,000 participants and top 100 get to participate in Leadville. Our proposal is due on Friday to sponsors/owners. Working on attractive route. Must be completed by 7/24/11. Three year commitment.

iv. CBMR Update – J. Moffett:

- Skier visits up 10% at end of December, continue to be up about 10%, should be up 10% for year with, 20,000 to 25,000 skier visit increase. CBMR has seen a strong pull from regional markets. Our air program is successful compared to competitors. We have seen more people, less seats and higher fares at reduced capacity
- Groups in house: Int'l Airline Ski Federation, Spring Break next week, Gay Ski Week later in March, Continental fare deals in specific markets later in March.

v. Other updates – WSC: T. Kohler:

- Preview days right now, 200 participants last month
- John Soule is stepping down as of June 30 to return to teaching
- Note: WSC will be added to “regular updates” for next agenda.

9:39 AM Adjourn

Gunnison-Crested Butte Tourism Association
March 8, 2011 WORK SESSION Notes

7:35AM Call to order – 8th Work Session

- Update: Gunnison-Crested Butte Film Commission: student intern project status
 - 3/7 Presentation to Crested Butte Town Council
 - 2 WSC interns presented status report on GCBFC, goals and permitting process
 - Also presenting to Gunnison City Council, Mt. CB Council, and BOCC
- Update: TA Assessment process
 - D. Radcliffe has supplied draft to M. Birnie, being reviewed by BOCC
 - Hope to share assessment next meeting
- Gunnison's new city web site logo – Base Camp to the Rockies
 - New logo on City of Gunnison's website
- Continue work on Strategic Initiatives document –
 - Review past work session reports/stats and conversational notes and develop top line educational piece about the positive effects of the Tourism Association

How does tourism impact your industry?

- S. Snell – Dobert:
 - From a Public Lands viewpoint, the TA helps us get our word out, brings people into area that enjoy what PL have to offer. The TA helps provide a marketing angle for us.
- R. Gardner:
 - The TA helps market the destination from an activity and scenery standpoint. Brides want the picturesque mountain destination. An increase in number of weddings in the valley (including winter weddings) can be contributed to partnership between the Wedding Council and TA. The TA adds more efforts to increase awareness of Gunnison-Crested Butte as a wedding destination...
- J. Chaney: The TA provides co-op advertising opportunities to partners. Publication examples include the Official State Vacation Guide (OSVG), Colorado Activities Center, Parent Magazine, Applause and Boulder Weekly. Some organizations we have partnered with include: Gunnison – Crested Butte Wedding Council, Crested Butte Music Festival, Crested Butte Wildflower Festival, Crested Butte Arts Festival Arts Festival, Crested Butte Food and Wine Festival.
- S. Pierotti:
 - The TA is a content provider for the Gunnison Country Times. We have a good working relationship: The TA does out of market marketing and it is GCT's job to create informative pieces for tourists while they are here (GC Magazine), local advertising content. TA also provides us with press releases and we tweak releases to locals but also educate tourists. During the busiest seasons, we have more advertising in the paper. Editorial impact, high quality impact and impact on the bottom line.
- R. Bond:
 - From a Chamber viewpoint, the TA is communicating information about our resources and activities and it is the lodging properties that close the sale. We create our own activities and the TA role is to push out through as many channels as possible. The TA knows where to put the info to catch as many fish as possible. This creates and renews interest to get people on the phone to call lodging partners, the Chamber, or make bookings.
- M. Taylor:
 - In the last 7 years I have been hands on in town, and with the TA: "Tourism: it's like clockwork. I am impressed by the consistency of the tourism crowd. They're here. They just show up and they don't quit all the way through late October. Efforts are working to get tourists here: TA, Chamber mix brews to work a consistent stream of traffic I have seen grow every year. It is a bell curve that just keeps growing with an overall volume of good business. It's the magic of Gunnison Valley: they just show up."
 - There are so many positive comments I hear while at shows: "I've had my best experiences in Gunnison." Feedback about our area from past visitors is very strong.

- T. Kohler:
 - o One of the ways we get students it through tourism. Cross marketing we have done benefits us. WSC is an asset to valley. The valley attracts students, and students/parents/guests spend money here to impact economy. Partnership with the TA with internships is also beneficial.
- J. Moffett:
 - o CBMR has a great relationship with TA, adding packages – pushing right up through end of season. We are up significantly in seats, other competitors are down. We find ourselves sold out on peak arrival days (so we are looking to create more demand in markets in other markets (i.e. Chicago and Florida) during non-peak times).
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- D. O'Reilly:
 - o Being on Guest Services at CBMR, I have an opportunity to interact with guests: New guests come with groups and hopefully they will return with families. We need to talk about the whole valley and how whole valley can be exciting. Marketing is happening and we always like to see good growth. I think we are headed in the right direction.
- J. Chaney:
 - o If not for assets, events, attractions and collaboration w/ lodging properties, we couldn't have a TA. The fact that the TA enjoys and sees benefit of partnering, we work together to have a symbiotic relationship.

Updates:

- Kitchen Sink Event (J. Wirsing): One can do all activities our valley has to offer in April/May. We are planning to promote a great time of year to be here along with lodging discounts. This will be a 2 month promotion with potential three day event in May. Visitors can have the opportunity to hook up with locals to paddle, ride, hike, etc. Event will be promoted online.
 - o S. Snell Dobert – Birding at Neversink. Can tie it into Kitchen Sink.

**Gunnison-Crested Butte Tourism Association
Executive Overview of Reports – April 19, 2011**

Consent agenda: 4.19.11 includes minutes, reports and 2011 budget (2010 budget/Bal Sheet and P&L separate)

Stats Report

Web Traffic: YTD March up 114%

- March 2011 compared to March 2010 – up 68%
- Specific efforts related to growth:
 - Geo targeting and interest-based targeting (Fishing e-mails through In-Fisherman, Fly Fisherman Magazine and Media Spade; Paddling.net week-long site sponsorship)
 - Compelling packages from our partners increases clicks to our website (Dunhill Vacations featured deals online and via e-mail)
 - Social media referrals are up significantly (Facebook continues to be strongest referral tool – especially since we started linking to new packages on our website)
 - “Best Reason” and locals promotions with entry forms on our website
 - Search engine referrals are up and continue to grow. We saw a 40% (7,500 more visits) increase in Google organic traffic this quarter compared to last quarter.

Phone Call Volume: YTD March down 21%

- March 2011 compared to March 2010 – down 12% (gaining as last month was down 25%)

LMD tax: Only January and February information is in which reflects down 5% however, if you look at municipal sales tax information in aggregate valley wide, lodging tax is up January and February by 3%. LMD tax collections are stronger on a full quarter basis due to the way that lodging properties are permitted to file. LMD is accrual method and state places them in the month in which they are received by them.

Municipal Sales Tax: We report with a 60 day lag due availability of data from municipalities. Towns are “home rule” and place taxes in month in which they were generated. These monthly figures may change due to late reporting by businesses. The TA gets this information from the town web sites.

2011 YTD compared to 2010:

Gunnison: (L) -27%; (R) Restaurant -4%; (RT) Retail -2%

Crested Butte: lodging (L) +14%; (R) +3%; (RT) +1%

Mt. CB: (L) +4%; (R) +3%; (RT) +5%

Director’s Report (Progress Report 2nd page of the Agenda document):

This information is self-explanatory and describes major activities of staff and board members when they have been involved on behalf of the Tourism Association. Please let us know if you have any questions!

PR Report:

This report is self-explanatory and describes some of the major activities benefiting the Tourism Association as a result of the efforts of Beth Buehler, our Director of Public Relations. Please let us know if you have any questions!

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.

2010 budget/Balance Sheet and P&L: Budget will be closed at the April 2011 meeting; P&L and Balance Sheet will be reviewed by W. Bearth in the absence of our treasurer, Chris Ladoulis. We ended 2010 budget with \$999.37 or .0009% under budget.

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

Thank you,
Jane Chaney
Executive Director

PR REPORT for March 2 – April 5, 2011

Buehler Communications Inc. for Gunnison-Crested Butte Tourism Association

Press Releases/Articles

- Press releases distributed to media: Spring Events & Deals, Flauschink, 2011 Running Events
- Local media: Board of director election results press release, locals getaway contest press release, and photos of two winter promotion winners visiting Crested Butte.
- Continuing work on summer/fall releases. Many summer releases are posted on the website.

Media Contacts

- Information: Wildflower information and photo to Bing.com (Jane and Colorado Tourism Office assisted),
- Photos: Austin American-Statesman for a May travel story about Crested Butte, 9News Denver/Metromix.com for a 25 small towns in Colorado...things to do for under \$100 article, Snowshoe Magazine for G-CB article
- Completed Media Visits (TA and CBMR co-hosted) David McKay Wilson, freelancer for Everett Potter's Travel Report and collegiate magazines, March 25 – 28
- Completed Media Visits (CBMR hosted, and TA helped entertain): Randy Weissman, Chicago Tribune, March 2 – 7; Jacob Harkins & photographer, Denver Magazine, March 4 – 6; Dan Leeth, Denver freelancer, March 4 – 7; and Bernard Germain and photographer, French Alpine Club's publication, March 24 – 28
- Colorado Tourism Office opportunities, submitted information for: Colorado on Two Wheels (biking) & Celebrating Colorado's History press releases
- Help a Reporter media leads: out-of-the-way honeymoon destinations, family events for July – September, summer travel ideas for families
- Fact-checked articles that will be appearing in Budget Travel and AAA Midwest Traveler and one that appeared in the online Snowshoe Magazine
- 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

- 11 Places Worldwide for Wildflower Walks (included CB) – Bing.com
- CB Destination – MileHighMamas.com (a Denver Post website)
- Grand Traverse – numerous post-race articles in Colorado newspapers, Texas Attorney, backcountrymagazine.com, Idaho Mountain Express, etc. Also, pre-coverage on KJCT News (Grand Junction), Aspen Daily News
- Flauschink – Denver Post Arts & Entertainment, firsttracksonline.com, Denver Post/Farmington Daily-Times end of ski season article by Scott Willoughby, Colorado Springs Gazette Get Outta Here column, coloradoradio.com
- Mardi Gras Madness in Colorado (including CB) – examiner.com
- Spring Season Deals/Activities – Dallas Morning News (Walt Roessing's column), Examiner.com (twice), OntheSnow.com, Denver Post Travel Notes, Sante Fe New Mexican
- Downtown CB PJ Party – edgenewyork.com, edgeboston.com
- Go here, not there: alternative vacations to expensive destinations (suggested CB instead of Breckenridge) – Examiner.com
- Snowcat Driving at CBMR – 9 News Denver
- 7 Hours of the Banana – Denver Post blog by Jason Blevins
- Dog Sledding with Lucky Cat Dog Farm – Glenwood Springs Post Independent
- Skinning & Skiing at Colorado's Old Pioneer Ski Area – newest.net
- 25 Small Colorado Towns to Visit Under \$100 – denvermetromix.com (9News)
- 10 best ways to experience the natural wonders of Colorado (CB included twice for wildflowers and mushrooms) – avc.ub.com/denver
- Paint Your Best Colorado Summer Vacation ... Ever – A Colorado Tourism Office press release that included Crested Butte Arts Festival
- Various G-CB spring and summer events – RV Journal
- Born to Be a Trail Runner by Author of Born to Run (mentions Pearl Pass Mountain Bike Tour) – New York Times and picked up by other media outlets

Other Activities

- Met with two of CB/Mt. CB LOC chairs for USA Pro Cycling Challenge to discuss TA's role (along with Jane and Erica)
- Continue to update media lists, clip books and media room on website