

Gunnison-Crested Butte Tourism Association  
Board of Directors Meeting Agenda  
May 17, 2010 –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.

10:00 AM        **Call to order** – May 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 April 19, 2011 meeting
- Approval of staff Reports (LMD/Sales tax/web traffic/phone call volume /Executive Overview/PR/Progress Report)
- Approval of 2011 Financial Report

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

10:10 AM        Meeting Adjourned

**PROGRESS REPORT - April 19, 2011 – May 16, 2011**

- 4/20    EK meeting with Yoga Rocks the Butte organizers
- 4/20    JC facilitated two marketing classes at WSC
- 4/21    JC attended Gunnison Valley Observatory board meeting
- 4/21    JC meeting with WSC Film intern Austin Peters
- 4/21    JC attended community Economic Development Summit (lead by P. Swenson)
- 4/25    JC/ EK meeting with L. Williams, M. Minneman, G. Cunningham, E. Osterling re: Crested Butte     heritage walking tour
- 4/26    EK meeting with S. Still re: Crested Butte Bike Week web site
- 4/28    EK participated in video marketing webinar
- 4/28    JC meeting with WSC Film intern Danielle Johnson
- 4/29    JC/EK meeting with both WSC Film students (final meeting of semester)
- 5/2     EK Crested Butte Town Council Meeting presentation re: Crested Butte heritage walking tour
- 5/3     EK attended Curecanti National Recreation Area and Black Canyon National Park Visitor Use Survey     results meeting
- 5/5     JC board orientation meeting with A. Eflin
- 5/6     JC/EK RTA conference call
- 5/6     EK meeting with M. Levy re: BOD retreat
- 5/6     JC meeting with M. Levy re: BOD retreat
- 5/9     JC/EK conference call USA Pro Cycling Challenge
- 5/10    JC/EK “Discover Colorado Tourism” rally at State Capitol and CADMO 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

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

**Board in attendance:** W. Bearth, R. Gardner, D. Cole, C. Elliot, J. Valenzuela, M. Taylor, D. Wiens

**Staff in attendance:** J. Chaney, B. Buehler, E. Kelleher,

**Incoming board members in attendance:** F. Kugel, S. Ferguson, K. Hassebroek,

**Board not in attendance:** A. Green, C. Ladoulis, S. Pierotti, C. Riggs

**Advisory board in attendance:** T. Kohler, T. Scott

8:30 AM **Call to order** – April 2011 Board Meeting of the GCBTA

Establish quorum

**Conflict of Interest disclosure by board members:**

- Addressed
- S. Ferguson: Wearing two hats and was asked to remain in advisory role for this meeting as well as attend as new BOD member

**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: C. Elliott, 2nd by: R. Gardner

- Sowell name change in March BOD meeting minutes

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: R. Gardner, 2nd by: D. Cole

8:45 AM **New Business** –

i. Notice of resignation: S. Pierotti

ii. Official action: C. Ladoulis removal from the board

- Motion to enact bylaws to remove C. Ladoulis as North End At-Large member D. Cole, 2<sup>nd</sup>: J. Valenzuela

iii. Discussion - one year appointments for S. Pierotti and C. Ladoulis

a. Both “At-large” seats (one south and one north)

- Appointees will serve until next election which will be one year in this instance

b. Nomination and vote to approve appointments

- Appointment for S. Pierotti -Motion to appoint C. Elliott: D. Cole, 2<sup>nd</sup>: R. Gardner. C. Elliot approved for one year appointment to the board.
- Appointment for C. Ladoulis: Discussion - K. Lodovico, Karen and Dan from Mountainboy Sledworks, Andy Eflin. D. Cole will e-mail new business owners to see if there is interest; R. Gardner will approach K. Lodovico, W. Bearth will contact A. Eflin. Statements of interest will be e-mailed to J. Chaney, BOD will vote.

iv. Official welcome and motion to approve new board members (vote by current board – last official vote):

- Motion to approve S. Ferguson, K. Hassebroek and F. Kugel and seat 3 BOD members: Motion: C. Elliott, 2<sup>nd</sup>: D. Cole

v. Official acknowledgement of outgoing board members Dave Wiens and Marshal Taylor (plaques presented)

vi. Board nominations and election of Executive Committee by new board

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- Nomination for President: W. Bearth
- Nomination for Vice President: C. Riggs
- Nomination for Secretary: S. Ferguson
- Nomination for Treasurer: R. Gardner
- Move to accept slate: C. Elliott, 2<sup>nd</sup>: F. Kugel

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):

- Margo Levy and Janice Wellborn – potential facilitators
- 5/10 BOD meeting will take place at retreat; J. Chaney will Doodle meeting invite (5/17 or 5/20)
- Retreat time: 9:30-3:30 (changed to 10 AM due to available schedules)
- D. Cole volunteered Lodge at Mountaineer Square location
- Retreat agenda solidified by e-mail based on BOD suggestions/recommendations from assessment

Updates:

Gunnison Chamber – T. Scott:

- Very busy first quarter
- Just completed “NxtLevel” entrepreneurship program
- Finishing Gunnison Valley Leadership program
- Second fishing tournament on Blue Mesa 5/14-15: boat prize

WSC – T. Kohler:

- Mesa State is considering name change similar to Western, decision TBA

CBMR – D. Cole:

- Winter summary: Finished up winter season up 6% (21,000 more skier days), lodging up 9% though ADR not up as high, operating at deficit due to cost of fuel – banner year despite operating at deficit, looking for efficiencies. Air was flat: lost many seats so doing the same load factor, Continental at 63-64% load factor, United/Continental merger looking good for next year, American Airlines challenge due to plane sizes, approached by Virgin Airlines (SFO, DFW, Chicago) – looking to keep # of seats the same this year. RTA is adding \$75,000 to airline guarantees this year.
- Summer bookings are up 35% - June 18 summer opening with soft opening 6/5-7 and 6/10-12 for RTR.
- FTBW name change – Crested Butte Bike Week (Anheuser Busch) – Toots & the Maytals is a potential band. Wildflower Rush will also be part of CBBW. The Leadville Qualifying Series on 7/31 with a 1,000 person cap: Race will start on Treasury; go downtown, over to Kebler, by mine, Gunsight Pass, Slate River, Gothic and two final laps at CBMR to reach 100k or 62 miles.
- Quiznos Pro Challenge will now be the USA Pro Cycling Challenge.
- Current focus on locking air in next year.
- NBS – 2 year bid for summit (just did 1,200).
- Not all air loaded yet – working to get air loaded as quickly as possible.
- We are outperforming our competitive set re: load factors – testament to RTA, TA, CBMR synergies.

9:30 AM Adjourn

Note: Next full regular board meeting will be in Almont on 6/14.

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**Executive Overview of Reports – May 17, 2011  
Tourism Association Board Meeting**

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

**Stats Report**

Web Traffic: YTD April up 114%

- April 2011 compared to April 2010 – up 103%
- Specific efforts related to growth:
  - Last month was the web sites best April by surpassing our previous highest April by 8,727 visits or 48%.
  - We continue to see growing web visits because of increased interest-based and geographical targeting using email communication lists (they contain several links back to specific areas on our web site)
  - Increased social media (predominantly Facebook) efforts
  - Utilizing strong lodging packages to entice potential visitors to our website. For example, we ran a fishing e-mail campaign which created 5,063 referral visits to our website. Another one of our partner's lodging packages was featured in a "weekly deals" e-mail and created 4,902 referral visits.

Phone Call Volume: YTD April down 20% (gained 1%)

- March 2011 compared to March 2010 – down 18%
- 

LMD tax: GREAT NEWS! Ending first quarter up 6.58% (last year down first quarter 31%)

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 revenue in the month in which it is received by them, not the month/quarter in which they were actually generated.

Municipal Sales Tax: We report with a 60 day lag due availability of data from municipalities. Towns are "home rule" and place taxes into the month in which they were generated (unlike LMD). These monthly figures may change due to late reporting by businesses as towns go back and drop in late payments. The TA gets this information from the town web sites.

**2011 YTD March compared to 2010:**

Gunnison: (L) -24%; (R) Restaurant -3%; (RT) Retail -6%

Crested Butte: lodging (L) +21%; (R) -1%; (RT) +2%

Mt. CB: (L) +14%; (R) +11%; (RT) +7%

**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 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. See all past reports on [www.gcbta.com](http://www.gcbta.com)

**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 33% of the way through the year; have collected 33.88% of LMD revenue and are at 24% 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.

**PR REPORT for April 6 – May 3, 2011, 2011**  
*Buehler Communications Inc. for Gunnison-Crested Butte Tourism Association*

**Press Releases/Articles**

- Press releases distributed to media: Rage in the Sage Weekend, Fishing, Biking, Summer & Fall Festivals Galore
- Continuing work on summer/fall releases. Many summer releases are posted on the website.

**Media Contacts**

- Information: Ski resort summer vacation deals/activities/events for About.com writer Mike Doyle, spring/early summer deals for thetravelmom.com (Emily Kaufman), Memorial Day deals for Frommers.com, winter event dates for freelancer Irwin Curtin, July – October 2011 events (and photos) for RV Journal, summer/fall festivals to various calendar of events, summer events (and photos) for Colorado Expression
- Photos: Summer scenes and activities for Houston Family Magazine article about Crested Butte, fly-fishing for YellowScene Magazine
- Media Visits – We're in planning mode for summer, as April and May are not big times for media visits
- Colorado Tourism Office opportunities, submitted information for: Colorado Beer and Colorado's Farm to Table press releases
- Help a Reporter media leads: Kid-Friendly Music Festivals with Camping, 4<sup>th</sup> of July Fireworks/Festivities, Small Town July 4<sup>th</sup> Celebrations, Travel Destinations for Pilots
- 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**

- CB Summer Destination – AAA Midwest Traveler, Austin American-Statesman
- Black Canyon of the Gunnison - Austin American-Statesman
- Wildflowers in the Balance (CB Wildflower Festival & RMBL mentioned) – U.S. News & World Report
- 6 Exhilarating Colorado Adventure Getaways (including CBMR's snow cat driving) – frommers.com
- CS Irwin – ESPN.com
- G-CB Snowshoe Destination – Snowshoe Magazine
- Colorado Cool Stuff (including Gunnison-based Acli-Mate) – ColoradoBiz magazine and e-news
- Best Travel Deals of the Week (including Raft & Stay package from Three Rivers Resort) – dealnews.com
- Gunnison County Running Events – runnersweb.com, examiner.com
- Gunnison County Summer/Fall Festivals – associatedcontent.com
- Gunnison County Fishing – fishingrssfeeds.com, thefishingwire.com
- Gunnison County Biking – funtravels.com

**Other Activities**

- Provided updates to G-CB page for Colorado Winter Vacation Planner
- Continue to update media lists, clip books and media room on website