

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Packet
June 7, 2010 –7:30 AM, Almont Resort

AGENDA

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 **Call to order** – June 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 May 17, 2011 meeting (short meeting pre-retreat)
- 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: _____

Elevator speech proposal: A. Eflin/J. Chaney: 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.

7:35 AM Meeting Adjourned

7:35 AM **Call to order** – 2nd board retreat meeting continued from May 17, 2010

PROGRESS REPORT May 17 – June 6, 2011

- 5/18 JC/EK E. Kelleher’s Performance Evaluation
- 5/22-23 JC attended SW Colorado Travel Region Meeting, Pagosa Springs
- 5/25 JC/EK meeting Holiday Inn general manager, J. Callicutt re: marketing/web
- 5/25 JC Economic Development Summit meeting, WSC
- 5/26 JC/EK CB/Mt. CB Chamber Summer Forecast meeting
- 5/26 JC/EK Meeting with J. Szuba re: GCBFC
- 5/26 JC/EK- Meeting with J. Lucido re: GCBFC and WSC intern program
- 6/2/11 EK Video interview with J. Morgan from GAC (for social media application)
- 6/3/11 JC/EK Video interview with S. Still from CBBW (for social media application)
- 6/3 WB/JC meeting M. Levy re: 6/7 retreat meeting materials
- 6/4-5-6 JC host to Grand Circle Marketing Assn meeting in Gunnison (Holiday Inn)
 - 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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Minutes

May 17, 2010 – 10:00 AM, Lodge at Mountaineer Square

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VALUE PROPOSITION - Through life-enriching adventures and inspirational, authentic experiences, Gunnison County delivers lasting memories unlike any other vacation destination.

IN ATTENDANCE: W. Bearth, C. Riggs, R. Gardner, S. Ferguson, K. Hassebroek, A. Eflin, J. Valenzuela, J. Chaney, B. Buehler, E. Kelleher

OTHERS: M. Levy

10:00 AM **Call to order** – May 2011 Board Meeting of the GCBTA

Established quorum

Approval of minutes from April 19, 2011 & consent agenda by: S. Ferguson 2nd by: C. Riggs

**Conflict of Interest disclosure by board members (reviewed at every board meeting per IRS recommendation):
Discussed**

10:01 AM Meeting Adjourned

ADDITIONAL BUSINESS MEETING:

IN ATTENDANCE: A. Eflin, S. Ferguson, W. Bearth, R. Gardner, C. Riggs, J. Valenzuela, J. Chaney, B. Buehler, E. Kelleher

Quorum established

OTHERS: M. Levy

3:24 PM **Call to order** – Business meeting to reschedule 6/14 BOD Meeting to 6/7

Establish quorum

Motion to cancel 6/14 and reschedule to 6/7 by: R. Gardner, 2nd S. Ferguson, BOD approved

3:24 PM Meeting adjourned

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**Executive Overview of Reports – June 7, 2011
Tourism Association Board Meeting**

Consent agenda: includes minutes, reports and 2011 finance report

Stats Report: Not included in this month's packet (Web and phone call volume are the only changes since the May 17th meeting)

Web Traffic: YTD May is up 37%

- May 2011 compared to May 2010 – up 3%

Phone Call Volume: YTD May down 20%

- May 2011 compared to May 2010 - up 3%

LMD tax: Ending first quarter up 6.58% (last year down first quarter 31%); **we have not yet received the April LMD report.**

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: With only 12 business days since our last meeting, there has been no change in reports for local sales tax (restaurant, retail and lodging)

Director's Report (Progress Report later part of the one page 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: Not included in this month's packet

The May report went through May 3rd; an up-to-date PR report will be available at the July meeting. See all past reports on 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 41% of the way through the year; have collected 42% of LMD revenue and are at 32% 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