

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Agenda
June 8, 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.

7:30 AM Call to order – June 2010 Board Meeting of the GCBTA
Establish quorum

I. Review and approve minutes from the May 21, 2010 regular Board Meeting (pre-retreat)

7:35 AM **II. New Business –**

- i. Introduction - Web Master/Marketing Coordinator: Erica Kelleher
- ii. RTA Update
- iii. Public Lands Update
- iv. Chamber Updates
- v. CBMR Update
- vi. Review revisions/reduction to 2010 Budget (due to 1st Q 2010 LMD collections being down 31%)
- vii. Ad Hoc Vacation Planner Committee

8:00 AM **III. Finance Report – C. Ladoulis**

Motion to approve by: 2nd by:

8:10 AM **IV. Comment/questions about attached staff reports**

- i. Executive Overview of Reports
- ii. Progress Report
- iii. Stats Report: Web traffic/phone call volume .LMD/Sales taxes
- iv. PR report

V. Old Business –

- i. Succession Plan – moved to July agenda
- ii. Intern data collection project - moved to July agenda

8:30 AM **VI. Joint Meeting TA Board & Advisory Board**

- i. Review May 21, 2010 Board Retreat outcomes
 - a. Better informed board of directors.
 - b. Clear understanding of the goal of the TA and the initiatives for 2010

Overall Goal: Overnight Visitors

Strategic Initiative #1

- *Increase community support and recognition of the Tourism Association through communication and collaboration.*

Strategic Initiative #2

- *Identify and maximize strategic partnerships*

Strategic Initiative #3

- *Promotional marketing efforts to increase brand awareness and increase market share.*
- c. Agreement in process and plan to identify the objectives for each initiative during work sessions before the regular meetings monthly.
- d. Change in format for monthly meetings to increase efficiency

9:30 AM Adjourn

Attachments: June agenda, May 21, 2010 meeting minutes, REVISED 2010 Budget with reductions, Executive Overview of Reports, PR Report, Progress Report; Stats Report (will be distributed at meeting)

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PROGRESS REPORT
April 13 – June 7, 2010

- a. 4/14 BB/RS/JC and K. Van Housen Conf Mtg re: CB Restaurant Week
- b. 4/14 JC meeting with J. Fonken re: Bicycle Tour Colorado
- c. 4/14 JC TA BOD Orientation meeting with C. Elliott
- d. 4/14 JC attended Futures Forum of GC meeting
- e. 4/16 JC meeting P. Gallaher re: local photography
- f. 4/19 JC attended RTA Advisory Meeting in Almont
- g. 4/19 JC/WB 1st Q update CB Town Council
- h. 4/20 JC/WB 1st Q update Mt. CB Town Council
- i. 4/20 JC/CR/WB /RS 1st Q update LMD BOD
- j. 4/21 JC phone meeting D. D’Aguila new Mt. CB Council Member
- k. 4/22 JC/BB/RS phone conf A. Ivy re: local photography
- l. 4/27 JC/RS each presented at Regional Economic Summit Conf in Montrose (branding/soc. Media)
- m. 4/28 JC meeting with P. Swenson re: Futures Forum of GC
- n. 4/28 JC meeting with C. Ladoulis, C. Mitchell/K. Walters (WSC Sociology) re: visitor econ impact
- o. 4/29 JC/BB meeting with K. McGruther re: culinary/farmer’s markets visitor activities
- p. 5/1 JC GV Observatory Clean Up day
- q. 5/3 WB/SP/JC meeting with J. Welborn re: agenda for 5/21 BOD retreat
- r. 5/4 JC/RS conf call meeting C. Ryan with Ryan Solutions re: database management
- s. 5/6 JC conf meeting SW Colorado Travel Region
- t. 5/12 JC attended Futures Forum of GC meeting
- u. 5/13 JC attended RTA Advisory Meeting
- v. 5/13 JC conf call meeting D. Radcliffe, Radcliffe & Associates
- w. 5/13 JC interview R. Fox re: web master/marketing coordinator position
- x. 5/14 JC attended RTA meeting
- y. 4/14 JC interview J. Whitmore re: web master/marketing coordinator position
- z. 5/17 JC interview E. Dawson re: web master/marketing coordinator position
- aa. 5/18 JC interview E. Kelleher re: web master/marketing coordinator position
- bb. 5/19 R. Strickland last day/E. Kelleher first day; lunch w/ RS/EK/BB/JC
- cc. 5/20 JC/EK local orientation Whitewater Park/Hartman Rocks/GV Observatory
- dd. 5/20 set up board retreat meeting room
- ee. 5/21 TA Board Retreat 9:30AM – 2:00 PM (EK orientation Three Rivers)
- ff. 5/24 BB meeting with CB F&W Festival new contacts
- gg. 5/24 JC meeting B&B re: Work Order 2009 Annual Report
- hh. 5/25 EK/JC local orientation (Wildwood/Alpine Inn/Water Wheel Inn/Rodeway Inn/Days Inn/Island Acres/Arts Center (to be continued week of June 14th))
- ii. 5/26 JC/EK meeting with R. Bond/K. Van Housen
- jj. 5/27 JC presented at CB/Mt. CB Chamber Summer Forecast meeting
- kk. 5.27 JC/EK local orientation The Ruby/Elizabeth Anne/Elk Mtn Lodge/Cristiana/Inn at CB/Old Town Inn
- ll. 5/28 JC meeting H. Channell re: Curecanti marketing efforts
- mm. 6/2 JC hosted C. Robinson (Canadian Radio Travel Host), wife and M. Driver new CTO international manager (Pioneer Museum, D. Vandenbusch, CB Museum, G. Cunningham, Townie Tour and dinner; host hotel Elk Mtn Lodge)
- nn. 6/3 WB/JC/SP review retreat notes/agenda for June meeting
- oo. 6/7 JC meeting with Ridgeway Accounting re: bookkeeping agreement
- pp. Community Calendar – continue to make contact with area events/groups to load info on web site
- qq. Clip Book Update – ongoing;
- rr. Web site optimization efforts ongoing; Continued enhancements on web site: more pages with specific content for optimization;
- ss. Ongoing purchase of media per the 2010 media plan; creating insertion orders; approving ads
- tt. E-newsletters for specialty interests regular E-communication to our lists and purchased lists
- uu. 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

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Minutes
May 21, 2010 – 10:00 AM, Three Rivers Resort (Pre-Board Retreat)

IN ATTENDANCE: W. Bearth, S. Pierotti, R. Gardner, C. Riggs, C. Elliot, A. Greene, D. Cole, D. Wiens, M. Taylor, B. Buehler, J. Chaney, E. Kelleher

OTHERS: J. Welborn

NOT IN ATTENDANCE: C. Ladoulis, J. Valenzuela

Agenda Topic: Call to order – 10:10 AM

I. Review and approve Minutes of April 14, 2010 meeting

- a. New Business, item “c” (Vote to approve two appointments...) was missing a first and second. S. Pierotti made motion and C. Riggs 2nd. J. Chaney will amend minutes.
- b. Motion to approve minutes: C. Riggs, R. Gardner 2nd. VOTE: ALL in favor

Agenda Topic: Treasurer’s Report –

- a. In absence of C. Ladoulis, J. Chaney gave report.
- b. FY 2009 is closed, carryover of \$40,602. g \$20,000 to contingency line; Split balance into internet and print, each received \$10,301.50. No questions.
- c. FY 2010: R. Strickland paid all bills through 05/13/10. 36.4% spent, 33.33% of revenue collected, expenses at 35.92%.
- d. Since last budget was finalized, we received LMD numbers for Q1, LMD revenues down 31%. J. Chaney amended a copy of the 2010 budget to reflect LMD revenue decrease to avoid being ahead on expenses and short on revenues at the end of the year. J. Chaney and C. Ladoulis went through budget on 05/20/10 on the phone.
- e. Motion to close FY 09 and approve finance record through 05/13/10: S. Pierotti, D. Cole 2nd. VOTE: All in favor.

Agenda Topic: New Business –

- a. J. Chaney asked board’s permission to gather information regarding how an outside consulting firm could assess our organization as we approach our 7 year mark.
- b. J. Chaney was given permission to contact CADMO members and ask if they have done an assessment and if so, what were their top 3 benefits from doing so.
- c. J. Chaney will keep BOD informed via e-mail and shall try to condense information into one e-mail instead of multiple e-mail chains.

Motion to Adjourn: S. Pierotti, 2nd C. Riggs. VOTE: All in favor.

Meeting Adjourned at 10:34 AM and Board Retreat was convened.

GCBTA 2010 Budget with Reductions

	Actual	Budget	% of Budget		
Revenue					
Carry Over Hill & Co		0.00			
Carry Over Media Internet		0.00			
Carry Over Misc		20,603.00	0.00%		
Contingency Fund		100,000.00	0.00%	\$80,000 # in 2009; added \$20,000 from 2009 carryover	
Current CO-OP Reimbursement	900.00	900.00	100.00%		
Current Media Reimbursement		0.00			
Mt. CB Grant	75,000.00	75,000.00	100.00%		
LMD	360,000.00	1,080,000.00	33.33%		
Total Revenue	\$ 435,900.00	\$ 1,276,503.00	34.15%		
Expenses					
Accountant	96.75	2,150.00	4.50%	orig budget was 800; added 1350 for new svc	
B&B Creative	1,755.00	5,300.00	33.11%		
Board Member Related	89.12	1,000.00	8.91%		
Dues/ Memberships	2,900.00	4,900.00	59.18%	orig budget \$7,650 reduced (DMAI and Grand Circle; kept CADMO) 2750	
FAM Non-TA Hosted		1,000.00	0.00%		
FAM TA Hosted	1,414.57	4,000.00	35.36%		
Fulfillment	25,159.45	55,000.00	45.74%		
Hospitality	1,063.06	1,500.00	70.87%		
Insurance	500.00	1,550.00	32.26%		
Legal		100.00	0.00%		
Local Media	853.28	1,850.00	46.12%	orig budget \$5,850 (reduced \$5K; \$1,350 to Accountant for new svc) 5000	
Local Meetings	675.56	3,000.00	22.52%		
Local PR	4,121.25				
Buehler Communications	12,363.75	50,503.00	24.48%		
Intern-PR	430.00				
Supplies (Media CD's/ Phone)	110.61	150.00	73.74%		
Travel Expenses	209.04	400.00	52.26%		
Total Local PR	\$ 17,234.65	\$ 51,053.00	33.76%		
Media					
Direct Mail	5,690.65	22,000.00	25.87%		
Internet	69,344.01	273,438.00	25.36%	orig budget + 45,751 Mt. CB Grant (no \$10,301 carryover from 2009) 10301	
Media Reimbursement		900.00	0.00%		
Other	6,996.00	13,900.00	50.33%		
Print	184,204.27	304,974.00	60.40%	orig budget + 29,250 Mt. CB Grant (no \$10,301 carryover from 2009) 10301	
Radio		70,000.00	0.00%	10K Summer/60K Winter (remove 80,000) 80000	
Total Media	\$ 266,234.93	\$ 685,212.00	38.85%		
Misc Expenses	1.60	1,900.00	0.08%	removed PR Dir. Ski Pass 800	
Office Supplies	52.09	975.00	5.34%		
Payroll Expenses					
Director Incentive		7,083.00	0.00%	remove 2010 balance \$4227 (balance being paid out from 2009) 4227	
Marketing Coordinator	13,793.65	46,300.00	29.79%		
Marketing Director	29,411.64	88,485.00	33.24%		
Total Payroll Expenses	\$ 43,205.29	\$ 141,868.00	30.45%		
Photocopy (outside jobs)		50.00	0.00%		
Photography	2,143.75	3,044.00	70.43%	orig budget 5,200 (kept 900 for 3 winter/fall) photos 2156	
Postage	151.33	300.00	50.44%		
PR Clip Service	500.00	4,986.00	10.03%		
Printing		400.00	0.00%	orig budget 3,000(reduced reprint Group Planner) 2600	
Promotional Items	3,030.00	2,500.00	121.20%		
Promotions	241.52	1,500.00	16.10%		

Storage Unit(s)	800.00	2,440.00	32.79%						
Tele/ FAX/ Internet	1,364.05	4,500.00	30.31%						
Training/Prof. Development		100.00	0.00%						
Travel Planner Reprint	46,684.00	46,000.00	101.49%						
Travel/ Tradeshows	1,129.84	6,130.00	18.43%	orig budget \$11K (remove GoWestSummit 2011 kept Gov.Tourism Cor					4870
Web Related	6,304.73	22,000.00	28.66%						
Total Expenses	\$ 423,584.57	\$ 1,056,308.00	40.10%	Reduction due to 1Q shortfall					123005
May 2010 Budget		\$ 1,179,313.00		Orig budget + \$75K Mt. CB grant + carryover from 2009					
Thursday, May 19, 2010 - Accrual Basis									

Executive Overview of Reports/Attachments – June 8, 2010
Tourism Association Board Meeting

Stats Report:

THE STATS REPORT will be distributed at the meeting; we hope to have more municipal information by then.

At the time of our board meetings, this early in the month, our chance of having tax figures from within 45 days is 50/50. So, we report with a 60 day lag to be sure we actually had the figures instead of always having to say, “Some figures are not in yet...” Please let us know if you have any questions.

- LMD tax report through March is down 31.35%. Note that Feb 09 was up 82% over 08 due to a late payment. January 2010 and to a lesser degree March are primarily why collections are down 31.35% year-to-date March. Unlike “home rule” with municipalities, the LMD is recorded in the month in which it was reported to the state, not when it was collected by the lodging property.

	<i>Jan</i>	<i>Feb</i>	<i>Mar</i>
2010			
Current Month Net Collection	14,751.40	6,362.16	251,692.03
Interest Credit	49.15	80.18	10.54
Program Cost	-		
Debit Recovery	-		
	\$	\$	\$
Current Total Distribution	14,800.55	6,442.34	251,702.57
<i>% Change over previous year (cumulative)</i>	-51.42%	-76.70%	-31.35%
			397,608
YEAR			
	<i>Jan</i>	<i>Feb</i>	<i>Mar</i>
2009			
Current Month Net Collection	30,455.74	60,590.76	306,416.05
Interest Credit	13.59	106.26	26.43
Program Cost			
Debit Recovery			
	\$	\$	\$
Current Total Distribution	30,469.33	60,697.02	306,442.48
<i>% Change over previous year (cumulative)</i>	-34.34%	82.08%	3.07%

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. This is a two month report. Please let us know if you have any questions!

Current Budget:

The current budget document reflects the same spending (expenses) as the budget presented at the May 21 board meeting. All bills were paid through May 19, 2010. There is one expense of \$6,000 for fulfillment not reflected which will be seen in the July budget. This is due to our transition of bookkeeping over to Ridgeway Consulting and Accounting which will take place on Monday, June 7th. All invoices will be paid twice a month going forward.

Minutes:

The minutes will be reviewed and approved as part of the regular board meeting agenda.

Thank you,
Jane

PR REPORT for March 30 – June 3, 2010

Buehler Communications Inc. for Gunnison-Crested Butte Tourism Association

Press Releases/Articles

- Press releases distributed to media lists: Gunnison River Festival/rafting/kayaking, Intellectual Pursuits, Culinary, CB Wildflower Festival, June in the Rockies, Experience the West, Art Events, Bluegrass in Paradise, CB Music Festival, Running Events, Biking Events, Fishing (Note: Some of these releases have only gone to specific niche lists and will be going to the travel and Colorado lists in the very near future, we need to spread them out!)
- Summer/Fall press releases are written and loaded in the media room at GunnisonCrestedButte.com.

Media Contacts

- Information about Crested Butte to Colorado Expressions for Aug/Sept feature, Crested Butte for a Frontier Airlines magazine story about keeping cool in the high-country Fall Festival of Beers & Chili Cookoff to AAA Colorado's EnCompass, Memorial Day weekend happenings to Examiner.com, Fall Festival of Beers Package from The Ruby of CB to a freelancer working on a beercation story, biking events to www.denver.org, CB Music Festival to freelancer Claudia Carbone, Gunnison Valley Observatory to Denver Post scientific happenings section, July 15 – Oct. 15 events to RV Journal (and photos)
- Photos of 24 Hours of Gunnison Glory to Examiner.com, Tenderfoot Outfitters trail rides to The Trail Rider, wildflowers to the Colorado Springs Gazette, CB Music Festival opera to the Austin Statesman, CB Music Festival to Home & Away magazine, mountain biking to Cherry Creek News/North Denver News
- Media Visits Completed: Rocky Mountain Bride photo shoot (Rachael Gardner coordinated); June 2 – 3: Chris Robinson Radio Show
- Upcoming Media Visits: Susanne Ewald (German Journalists); Tom Wilmes, managing editor of American Cowboy; have invited key journalist targets to a Gunnison media familiarization trip the end of June
- Culinary Travels with Dave Eckert (TV show) expressed interest in visiting but the cost of the visit and recent budget cuts required us to decline at this time
- Local Media – board of director election results, new employee Erica Kelleher
- Respond to Colorado Tourism Office (CTO) PR opportunities – What's New & Summer Festivals to CTO's UK PR office, summer photos for CTO's social media efforts, summer vacation ideas for \$100 or less for CTO press release, Rage in the Sage photos for a CTO UK Colorado newsletter
- Respond to CTO media leads
- 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

- Wildflowers & CB Wildflower Festival – Nature's Garden (a Better Homes & Gardens magazine)
- Hartman Rocks – Channel 4 Colorado Getaways
- Extreme Makeover: Home Edition Visits CB/Mt. CB – season finale
- Summer Getaways (Gunnison and Crested Butte individually featured, 2 of 14 destinations featured) – Denver Post Travel Section
- A Visit with Shaune Horne on Location in Crested Butte – Southwest Art Magazine
- Colorado Summer Fun feature (mentions G-CB biking events) – Denver Post Sports Section
- CB Wildflower Festival - part of Phil Marty's travel column in Chicago Tribune and Daily Press, McCall News; Nursery Management & Production; wheretogonext.com; Channel 5 TV – Colorado Springs
- Black Canyon of the Gunnison – associatedcontent.com, Competitor (part of a Top 10 trips in the Rockies story), eturbonews.com (part of a less-known national parks article)
- G-CB Art Events – hotindienews.com
- Tour de Forks & Colorado Bicycle Tour – Denver Post Travel Notes
- Crested Butte Music Festival – Vancouver Sun, Oklahoman, Lynn O'Rourke Hayes family travel column about family-friendly festivals that appeared in more than 60 media outlets (including Dallas Morning News, Miami Herald, Denver Post, Fort Worth Star-Telegram, Kansas City Star, Tennessean & more), Austin Statesman, Vacation Agent, La Scena Musicale

- Rage in the Sage weekend – Examiner.com
- 24 Hours of Gunnison Glory – Examiner.com, Urban Climber Magazine, Climbing
- Colorado Adventure Towns for Memorial Day (included CB) – Examiner.com
- CB Restaurant Week – Mountain Getaway enews, Denver Post Travel Notes, <http://culinary-colorado.blogspot.com>
- Original Growler – singletrack.com
- Intellectual Pursuits in G-CB – wheretogonext.com, Vacation Agent Magazine
- Rage in the Sage, Bicycle Tour of Colorado, Fat Tire Bike Week, Bridges of the Butte, Pearl Pass Mountain Bike Tour – Denver Post Outdoor Extremes
- Gunnison Valley Observatory – Denver Post’s Scientifically Speaking section
- G-CB Fishing & Water Wheel Inn Package – Mountain Getaway enews
- Bike Races/Events – Examiner.com, Mountain Bike Action
- New SW Colorado Brewery Tour (part of Phil Marty’s travel column) – Chicago Tribune, Daily Press
- The Eldo (part of a ski-town clubs rock story) – Denver Post
- Best SkiTown Sushi at Lobar in CB – Ski Magazine
- Fat Tire Bike Week - part of Phil Marty’s travel column in Chicago Tribune, Daily Press & more; Competitor
- Pioneer Museum (part of a story about Auto Museums) – Colorado Meetings + Events
- Elevation Hotel & Spa (part of a Gay & Away story about Denver that included mountain getaways) – PlanetOut.com
- Rafting Package – Vacation Agent
- Fishing Package – ColoradoBiz enews
- Club at CB golf course (part of Colorado’s Junior Robert Jones Trail story) – Colorado Avid Golfer
- 2010 Gear Test for Snowboards (held in Mt. CB) – Backcountry
- CB to Aspen Hike – Examiner.com
- Poofest – Summit Daily News
- Running Events – RunnersWeb
- CB as an extreme ski/board destination – TravelLady
- Backcountry Skiing Routes in CB Area – Denver Post TrailMix column
- Flauschink – Colorado Springs Gazette, KOAA-TV

Other Activities

- Worked on TA’s annual report with Jane and Rob
- Submitted information for the Winter Colorado Vacation Planner
- Attended TA’s board retreat & April board meeting
- Met with organizers of CB Land Trust Wine & Food Festival
- Continue to update media lists, clip books and media room on web site