

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Agenda
July 13, 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 – 1st Work Session (outcome of 2010 May Board Retreat: agenda format change)
Continue work on new Strategic Initiatives document (revised doc from May 2010 Board Retreat)

8:30 AM **Call to order** - July 2010 Board Meeting of the GCBTA

Establish quorum

Consent Agenda:

- Approval of minutes from June 8, 2010 meeting
- Acceptance of finance report (notations are included in the Executive Overview of Reports)
- Staff Reports (LMD/Sales tax/web traffic/phone call volume /Executive Overview)

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

8:45 AM **V. Old Business –**

Review and approve Executive Director Succession Plan

Review Intern Data Collection – J. Chaney/E. Kelleher

Conflict of Interest (IRS focus)

9:10 AM **III. New Business –**

RTA Update

Public Lands Update

Chamber Updates

CBMR Update

Other updates

9:30 AM Adjourn

Attachments: July Agenda, June 2010 meeting minutes, 2010 Budget, Stats Report, Executive Overview of Reports, PR Report, Progress Report; final draft Executive Director Succession Plan, Intern Data Collection doc and Living Strategic Initiatives document.

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Agenda
July 13, 2010 –7:30 AM, Almont Resort

PROGRESS REPORT

June 8 – July 12, 2010

6/8 JC/EK conf call with MK Murdaugh, Mosaic Marketing SEO vendor
6/9 & 6/10 JC hosted 6 French Tour Operators/CTO and France CTO reps
6/10 JC attended economic development meeting (Futures Forum of GC)
6/11 JC presented update at RTA meeting in CB
6/11 JC meeting with M. Levy re: interpretive info for W. Elk Historic & Scenic Byway
6/11 JC meeting with R. Gardner and Sandy Fails re: Old Town Marketing efforts
6/15 JC participated in conference call re: selection of UK rep service
6/15 JC attended BOCC meeting re: Continental Airlines start up cost request
6/16 JC/EK hosted German FTI agent familiarization visit
6/17 JC/EK meeting with new Seasons Inn re: internet marketing; marketing partnership
6/17 JC meeting with L. Meredith re: film as tourism
6/18 JC presenter at Sustainable Recreation and Tourism Conference at Western Heritage Center
6/18 JC meeting with P. Swenson and T. Joyce re: WSC involvement in economic impact of county
6/19 JC volunteer at Bicycle Tour Colorado in Gunnison
6/22 JC call with state OED mgr. re: Regional Tourism Act project application
6/22 JC/EK meeting with Internet Director, Colorado Tourism Office
6/23 JC/EK meeting with CB Lodging group
6/30 JC meeting with Jim Oates re: branding
6/30 JC/EK/BB 2011 vacation planner meeting: R. Bond, K. Van Hoesen, T. Scott, K. Amen (B&B graphics designer)
6/30 JC meeting D. Bratton; L. Jensen re: Regional Tourism Act project application
7/2-7 JC out of office (vacation)
7/9 JC present current marketing efforts at RTA meeting
GCB Community Calendar – continue to make contact with area events/groups to load info on web site
Clip Book Update – ongoing;
Web site optimization efforts ongoing; Continued enhancements on web site: more pages with specific content for optimization;
Ongoing purchase of media per the 2010 media plan; creating insertion orders; approving ads
E-newsletters for specialty interests regular E-communication to our lists and purchased lists
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 using CD's

Gunnison-Crested Butte Tourism Association Board of Directors
Meeting Minutes
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.

IN ATTENDANCE: S. Pierotti, R. Gardner, C. Riggs, C. Ladoulis, C. Elliott, D. Cole, A. Greene, J. Chaney, E. Kelleher

OTHERS: D. O'Reilly, H. Channel, S. Truex, S. Ferguson, T. Scott, R. Bond

NOT IN ATTENDANCE: W. Bearth, D. Weins, J. Valenzuela, M. Taylor

Call to order - 7:33 AM

Initially did not have a quorum; went back and approved the minutes once a quorum was present.

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

- Motion: C. Elliot, C. Riggs 2nd. Vote: All in favor.

II. New Business

i. Introduction - Web Master/Marketing Coordinator: Erica Kelleher

ii. RTA Update: S. Truex

- Starting on June 9th 2 RJ's / day from Denver for summer schedule until 8/23; winter American Airlines 2 RJ's/day from Dallas, 2 RJ's from Denver and should know more about Houston soon; may charge for bus next winter still TBD.

iii. Public Lands Update: none

iv. Chamber Updates

- Gunnison: T. Scott - Starting to see visitors – traffic up 12% over Memorial Day, bookings up 40%, VC open 7 days/wk, WSC first orientation Friday, 3 sizeable conferences, Business After Hours Friday at GAC.

- Crested Butte: R. Bond - Summer tourism Forecast showed optimism, phones ringing since June 1 for summer, CBRW 6/11-18, ButteBucks sold out Mon. 6/7; more will be sold in Sept; FTBW 6/22-27 (30th Anniv.) combined w/ Wildflower Rush, Ski Ind. Forum coming up 7/19.

v. CBMR Update: D. Cole

- Working with RTA flights, gearing up for summer; Flying Gopher mini golf course & tournament 6/18; bookings soft for June; 8-10% above 09 Jul-Sept., WF rush largest event for this summer; Winter up 100% over last year at this time; several groups already booked for next winter: TX ski council and airline race group; pass sales 8% up.

vi. Review revisions/reduction to 2010 Budget (due to 1st Q 2010 LMD collections being down 31%): J. Chaney

- Reductions in far right column on budget sheet (\$123,000 cut)

- Suggestion: Extra column to add original budget next to current budget.

J. Chaney said this will be added for future reports

vii. Ad Hoc Vacation Planner Committee: J. Chaney

- Volunteers: D. Cole, R. Bond, C. Riggs, A. Green, R. Gardner, T. Scott, B. Buehler, E. Kelleher, J. Chaney

J. Chaney will reach out and set up meeting, etc. using Doodle.com meeting organizer.

III. Finance Report – C. Ladoulis – Presented by J. Chaney – identical budget to Retreat in May, just one check for \$6k for postage to Dove Graphics was written; doing turnover with new accounting company doing our bookkeeping; back into regular report in July

- Motion: C. Elliott, 2nd by: R. Gardner. Vote: All in favor.

IV. Comment/questions about attached staff reports

- i. Executive Overview of Reports – J. Chaney added more LMD info to reports this time to reflect 1st quarter comparison to past 2 years
- 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

VI. Joint Meeting TA Board & Advisory Board

- i. Review May 21, 2010 Board Retreat outcomes
- ii. Review May 21, 2010 Board Retreat outcomes
 - Better informed board of directors.
 - Clear understanding of the goal of the TA and the initiatives for 2010
 - Agreement in process and plan to identify the objectives for each initiative during work sessions before the regular meetings monthly.
 - Change in format for monthly meetings to increase efficiency
 - **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.*

Discussion:

- S. Pierotti gave an overview of the retreat and how we came to these 3 new initiatives
- going forward, board and advisory board will work together to achieve new strategic initiatives
- Change in format for monthly meetings to increase efficiency
- 7:30 Work Session – select and move strategic initiatives forward
- 8:30 BOD meeting – consent agenda will include several routine agenda items up front to expedite process
- Suggestion by D. Cole: form an Ad Hoc Board Committee for an “event think tank”
 - Fits under Strategic Initiative #1
 - Committee from TA to facilitate & bring event organizers around the table to insure maximum partnering, etc. D. Cole will organize the committee with volunteers: D. Cole, A. Green, R. Gardner, D. O’Reilly, C. Ladoulis; would like D. Weins to be a part since he is an event organizer. D. Cole will reach out and set up meeting.

Adjourn - 9:31 AM

Executive Overview of Reports/Attachments – July 13, 2010
Tourism Association Board Meeting

Beginning at the July 13, 2010 meeting, all reports will be approved as part of the consent agenda.

Stats Report:

The Stats Report shows the following YTD:

Web: up 42% year over year

Phone call volume: up 14% year over year

Valley wide lodging tax, restaurant and retail tax: cannot use the “valley wide” percentage on report as Mt. CB revenues are not valid year over year numbers due to fluctuating tax rates the past 3 years. Please refer to the individual Gunnison and Crested Butte municipal percentages for each town. Awaiting new numbers from Mt. CB for past 5 years, adjusted to 5%, the current rate.

LMD tax: YTD down 31.16 However, taking a 6, 5 and 4 year average Jan-Apr we are down 22%.

YEAR		Jan	Feb	Mar	Apr
2010	Current Month Net Collection	14,751.40	6,362.16	251,692.03	12,616.22
	Interest Credit	49.15	80.18	10.54	56.14
	Program Cost	-			
	Debit Recovery	-			
	Current Total Distribution	\$ 14,800.55	\$ 6,442.34	\$ 251,702.57	\$ 12,672.36
	% Change over previous year (cumulative)	-51.42%	-76.70%	-31.35%	-31.16%

YEAR		Jan	Feb	Mar	Apr
2009	Current Month Net Collection	30,455.74	60,590.76	306,416.05	17,257.52
	Interest Credit	13.59	106.26	26.43	49.03
	Program Cost				
	Debit Recovery				
	Current Total Distribution	\$ 30,469.33	\$ 60,697.02	\$ 306,442.48	\$ 17,306.55
	% Change over previous year (cumulative)	-34.34%	82.08%	3.07%	1.45%

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.

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:

Beginning at the July 13, 2010 meeting, the budget will be approved as part of the consent agenda.

The current budget reflects the revised document with cuts totaling \$123,005, made as a result of first quarter 2010 LMD collections being down 31%.

The line items most affected are:

- Due/Memberships
- Miscellaneous
- Local Media (2009 Annual Report was electronic for the first time this year saving close to \$5,000)
- Radio (with loss of Atlanta and Chicago, all TX cities are still well represented)
- Director Incentive (removed balance available for 2010)
- Photography (streamlined photos; local photographer made a great offer to help reduce spending, too)
- Printing (removed costs to update Group Planner in 2010)
- Travel/Tradeshows (removed Go West Summit)

On Wednesday, June 9th 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 depending on J. Chaney's schedule.

As of end of June we are 50% of the way through the year; with the revised budget numbers we are 51.77 % in expenses, and have collected 50.8% of revenues (based on \$123,005 fewer LMD budget dollars). Our proactive approach reacting to the reduced 1st quarter LMD collections will keep us on track. As LMD revenues come in, J. Chaney and L. Nienhueser, county finance director will review monthly revenue payments due to the Tourism Association based on the revised budget.

Minutes:

Beginning at the July 13, 2010 meeting, the minutes will be reviewed and approved as part of the consent agenda.

Thank you,
Jane Chaney
Executive Director

G-CBTA
Budget vs. Actuals: RVSD 6.29.10 FY10 P&L
January - December 2010

	Original Budget	Actual	Revised Budget	\$ Over Budget	% of Budget
Income					
Carry Over CO-OP					
Reimbursement		267.66		267.66	
Carry Over Misc			20,603.00	-20,603.00	0.00%
Contingency Fund			100,000.00	-100,000.00	0.00%
Current CO-OP Reimbursement		900.00	900.00	0.00	100.00%
Current Media Reimbursement			0.00	0.00	
Current Misc			0.00	0.00	
GRANTS				0.00	
Mt. CB Grant		75,000.00	75,000.00	0.00	100.00%
		\$	\$	\$	
Total GRANTS		75,000.00	75,000.00	0.00	100.00%
LMD		540,000.00	956,995.00	-416,995.00	56.43%
		\$		-	
Total Income		616,167.66	\$1,153,498.00	\$537,330.34	53.42%
Expenses					
Accountant	800.00	616.75	2,150.00	-1,533.25	28.69%
B&B Creative	5,300.00	1,755.00	5,300.00	-3,545.00	33.11%
Board Member Related	1,000.00	1,154.19	1,000.00	154.19	115.42%
Contingency	100,000.00		100,000.00	-100,000.00	0.00%
Dues/ Memberships		2,900.00	4,900.00	-2,000.00	59.18%
FAM Non-TA Hosted	1,000.00	12.24	1,000.00	-987.76	1.22%
FAM TA Hosted	4,000.00	2,795.86	4,000.00	-1,204.14	69.90%
Fulfillment	55,000.00	33,351.66	55,000.00	-21,648.34	60.64%
Hospitality	1,500.00	1,155.84	1,500.00	-344.16	77.06%
Insurance	1,550.00	1,550.00	1,550.00	0.00	100.00%
Legal	100.00		100.00	-100.00	0.00%
Local Media	8,200.00	1,699.02	1,850.00	-150.98	91.84%
Local Meetings	3,000.00	770.88	3,000.00	-2,229.12	25.70%
Local PR			0.00	0.00	
Buehler Communications	50,503.00	20,606.25	50,503.00	-29,896.75	40.80%
Intern-PR		430.00	430.00	0.00	100.00%
Supplies (Media CD's/ Phone)	150.00	110.61	150.00	-39.39	73.74%
Travel Expenses	400.00	209.04	400.00	-190.96	52.26%
		\$	\$	-\$	
Total Local PR	51,053.00	21,355.90	51,483.00	30,127.10	41.48%
Media				0.00	
Direct Mail	22,000.00	9,000.91	22,000.00	-12,999.09	40.91%
Internet	227,687.00	117,772.37	270,198.00	-152,425.63	43.59%
Media Reimbursement			900.00	-900.00	0.00%
Mt. CB Grant	75,000.00		0.00	0.00	
Other	13,900.00	8,094.00	13,900.00	-5,806.00	58.23%
Print	275,724.00	227,976.62	304,974.00	-76,997.38	74.75%
Radio	150,000.00	5,775.00	70,000.00	-64,225.00	8.25%
		\$	\$	\$	
Total Media	764,311.00	368,618.90	681,972.00	\$313,353.10	54.05%
Misc Expenses	2,700.00	543.10	1,900.00	-1,356.90	28.58%
Office Supplies	975.00	146.40	975.00	-828.60	15.02%
Payroll Expenses				0.00	
Director Incentive	8,500.00		7,083.00	-7,083.00	0.00%
Marketing Coordinator	46,300.00	13,793.65	46,300.00	-32,506.35	29.79%
Marketing Director	88,485.00	29,411.64	88,485.00	-59,073.36	33.24%
		\$	\$	-\$	
Total Payroll Expenses	143,285.00	43,205.29	141,868.00	98,662.71	30.45%
Photocopy (outside jobs)	50.00		50.00	-50.00	0.00%
Photography	5,200.00	2,693.75	3,044.00	-350.25	88.49%

Postage	300.00	172.34	300.00	-127.66	57.45%
PR Clip Service	4,986.00	500.00	4,986.00	-4,486.00	10.03%
Printing	3,000.00	255.00	400.00	-145.00	63.75%
Promotional Items	2,500.00	3,245.00	2,500.00	745.00	129.80%
Promotions	1,500.00	241.52	1,500.00	-1,258.48	16.10%
Storage Unit(s)	2,440.00	1,400.00	2,440.00	-1,040.00	57.38%
Tele/ FAX/ Internet	4,500.00	1,486.73	4,500.00	-3,013.27	33.04%
Training/Prof. Development	100.00		100.00	-100.00	0.00%
Travel Planner Reprint	46,000.00	46,684.00	46,000.00	684.00	101.49%
Travel/ Tradeshow	11,000.00	1,168.64	6,130.00	-4,961.36	19.06%
Web Related	22,000.00	11,031.04	22,000.00	-10,968.96	50.14%
	\$	\$		-	
Total Expenses	1,247,350.00	550,509.05	\$1,153,498.00	\$602,988.95	47.73%
		\$	\$	\$	
Net Income	\$1,247,350.00	65,658.61	0.00	65,658.61	

Thursday, Jul 01, 2010 03:25:50 PM GMT-6 - Accrual Basis

WEB SITE TRAFFIC REPORT* ~ Comparisons for same month last year and YTD

(Data was not collected by TA until Nov of 2003, so the GLT average is applied across the year)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
2003	2400	2400	2400	2400	2400	2400	2400	2400	2400	2400	2400	2400	14400
2004	2773	1942	4029	2904	2031	1396	2833	1784	2752	3059	5052	3472	15075
2005	4556	4862	5339	4646	7046	5166	6714	7666	8128	12538	9788	12197	31615
2006	13426	9944	11611	8824	13781	16354	15388	11347	40053	14531	14161	17039	73941
2007	21268	16133	17768	18108	20731	26620	31072	19642	17817	18325	20726	19508	120628
2008	15000	13931	17832	13728	16419	25461	23934	13708	13455	13831	13842	19814	102371
2009	14592	11290	13130	10851	13354	20314	22777	16931	14781	12900	15564	21834	83531
2010	14625	15789	13243	13194	36689	25431							118971
% Change	0%	40%	1%	22%	175%	25%	-5%	24%	10%	-7%	12%	10%	42%

CALL VOLUME REPORT ~ Comparison for same month last year and YTD

(Data collection began in September of 2003)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
2003									322	301	284	377	0%
2004	370	410	236	168	313	322	684	441	500	344	710	564	1819
2005	533	589	470	457	521	738	841	528	556	499	482	683	3308
2006	1105	840	655	515	651	1240	1061	806	1081	608	620	626	5006
2007	606	495	495	420	402	705	686	537	588	544	484	561	3123
2008	596	575	567	503	475	514	616	527	453	350	296	570	3230
2009	428	368	471	359	441	450	631	428	396	304	320	395	2517
2010	511	516	435	417	447	549							2875
% Change	19%	40%	-8%	16%	1%	22%	2%	-19%	-13%	-13%	8%	-31%	14%

LMD TAX REVENUES * % based on YTD AGGREGATE

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
2005	10582	5614	280068	57311	1664	106651	9381	3676	293913	-60908	609	103977	353575
2006	2753	8021	359802	-2221	20577	94951	28491	16535	325360	4095	1131	164233	368354
2007	2603	44318	145841	172252	13640	130439	17681	6000	349946	11996	35929	150006	365014
2008	46408	3661	335693	23241	10696	97952	40968	11580	351196	16635	3418	90466.97	409002
2009	30469	60697	306442	17307	5577	116724	23122	11030	325558	31559	12444	136312	414915
2010	14801	6442	251703	12672									285618
													-31%

Local LODGING SALES TAX - Comparison from same month last year and year to date**

Gunnison	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
2003	4623	3460	5814	3774	7932	11732	17441	15749	13071	8693	3959	4406	17671
2004	4158	3463	4325	3911	7283	10307	18745	15812	13945	9202	4784	4582	15857
2005	4649	4686	5958	3971	7354	16118	18972	16281	13538	8178	5716	5411	19264
2006	5354	5235	7043	3690	9042	14201	25735	22172	17984	11231	5262	5579	21322
2007	7117	6471	9270	5903	10392	18423	28961	28573	24032	13018	7205	8344	28761
2008	7979	8792	9547	5636	10479	19179	27932	25008	21689	13008	7073	6605	31954
2009	5341	6026	6667	4902	8245	15561	24884	19269	16498	9740	4464	5717	22936
2010	3692	4733	7320	3842									19587
% Change	-31%	-21%	10%	-22%	-21%	-19%	-11%	-23%	-24%	-25%	-37%	-13%	-15%
CB													
2003	7688	7811	8283	2408	3823	6938	13442	12700	7673	3047	2461	6920	26190
2004	6122	7220	9533	1989	3737	7076	13919	11690	11904	2803	2,369	10116	24864
2005	7975	10007	15211	2608	3760	8401	17441	14871	15889	5148	4,682	10406	35801
2006	10661	9973	14575	4184	4160	10536	17885	16873	15089	4461	4,547	13538	39393
2007	8,024	8,347	16746	3173	3520	12124	17770	18155	19354	3987	2,071	16640	36,290
2008	9,442	9,723	21514	2406	2212	12965	17869	16077	21748	3420	1,502	10950	43,085
2009	8,913	8,321	18457	1508	1,979	13064	21606	18132	24338	2870	1,421	13359	37,199
2010	7944	7902	19011	1219									36076
% Change	-11%	-5%	3%	-19%	-11%	1%	21%	13%	12%	-16%	-5%	22%	-3%
MTCB													
2003	82743	66938	118711	6103	910	9757	39898	26112	11488	3668	1821	70216	274495
2004	69429	78104	99164	4809	1476	10307	44794	25646	14302	4983	4816	69517	251506
2005	71863	77879	110243	8875	2132	16118	49238	30251	17294	5767	5470	85900	268860
2006	93962	98724	131033	6089	1596	14201	45026	28167	25151	3157	6102	91209	329808
2007	77628	76676	117843	5878	6264	17369	41125	37768	24368	7466	7796	109494	278025
2008	89338	79163	133300	6133	2647	22894	39314	34035	30291	6099	4574	93817	307934
2009	60373	71861	104781	3181	2861	20483	32640	28193	19159	2092	2882	72055	240196
2010	60345	72070	108714	4495									245624
% Change	0%	0%	4%	41%	8%	-11%	-17%	-17%	-37%	-66%	-37%	-23%	2%
													YTD
													0.3%

Local RETAIL SALES TAX - Comparison from same month last year**

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
Gunnison*	* (Combined Specialty Shops/ Apparel/ Misc. Retail)												
2003	33800	18854	23350	21577	28186	35032	38139	51656	33009	21808	23289	32087	97581
2004	30453	18905	24578	23050	26727	37323	42663	56619	38733	26421	21876	38017	96986
2005	31270	21585	27675	25174	31252	41670	45953	57106	40844	26053	26817	46445	105704
2006	34281	22709	32054	27558	36027	45750	48912	61352	52595	36759	26987	48654	116601
2007	39257	25575	34673	29426	34290	44994	50425	57994	48440	37492	27294	49494	128931
2008	33290	23709	32007	23946	29722	45219	45315	55822	49338	32397	25873	44378	112952
2009	34635	18704	25316	19565	26781	38870	40562	47947	46133	29942	22379	36504	98220
2010	29268	21656	27343	20152									98419
% Change	-15%	16%	8%	3%	-10%	-14%	-10%	-14%	-6%	-8%	-14%	-18%	0%
CB													
2003	40376	32044	47565	11711	17846	41054	74890	77901	40650	19756	20795	55017	131696
2004	38076	35460	51931	16176	19859	43925	95643	82213	48493	25765	23,233	74181	141643
2005	40661	42003	57623	20002	23412	52407	88892	85371	49599	25184	24,391	77234	160289
2006	41661	45824	58616	19192	22590	54297	102484	91510	58133	25380	29,530	77065	165293
2007	42678	43363	57392	20907	25417	57318	101251	90688	54122	23933	26,349	76794	164340
2008	42085	42,835	52543	18312	20066	50543	94849	100153	45375	28255	22,016	67532	155775
2009	37208	37,377	46202	14723	20212	49748	91684	87259	46289	22182	19,147	61450	135510
2010	32713	35364	46397	14399									128873
% Change	-12%	-5%	0%	-2%	1%	-2%	-3%	-13%	2%	-21%	-13%	-9%	-5%
MTCB													
2003	55624	50997	86055	7835	1413	4593	8925	11902	4771	2813	5456	67949	200511
2004	56078	58907	72592	6852	2159	5381	11204	11190	13165	6656	11219	69221	194429
2005	62964	57946	82382	11049	4477	7659	12743	10194	12934	6505	16698	79169	214341
2006	71167	68623	92235	10791	4654	7815	13779	10361	15843	11745	28722	83968	242816
2007	57994	56205	85217	13687	4061	10027	16846	12526	21893	7562	17542	97771	213103
2008	64513	61793	90106	17805	4841	12819	14097	21577	14759	5482	13971	87473	234217
2009	48535	50220	69695	7355	3260	5721	9085	8818	10458	3545	10312	67643	175805
2010	50376	55292	80662	6741									193071
% Change	4%	10%	16%	-8%	-33%	-55%	-36%	-59%	-29%	-35%	-26%	-23%	10%
													3%

Local RESTAURANT SALES TAX~ Comparison from same month last year**

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
Gunnison													
2003	27556	23845	31212	28967	35032	40953	49786	47605	43275	39854	28464	29586	111580
2004	29756	29809	33462	32070	36348	42905	55324	49260	45552	38642	32983	32449	125097
2005	31352	31602	35439	34261	38697	45671	60418	56648	52463	43810	37662	39562	132654
2006	36138	36593	43118	35581	44293	52187	63496	58653	57038	46717	37916	39741	151430
2007	38164	35638	45155	39384	44701	57368	67262	62531	60840	50335	40555	42693	158341
2008	38838	42421	44430	40616	49952	54282	67420	68725	60096	49743	40772	41591	166305
2009	37722	36487	41541	36960	44397	57368	69260	63986	57607	46210	33979	42094	152710
2010	34427	36544	39231	35175									145377
% Change	-9%	0%	-6%	-5%	-13%	5%	3%	-7%	-4%	-8%	-20%	1%	-5%
CB													
2003	33897	35617	38671	13758	15097	33961	63971	54136	31508	18166	16906	36753	121943
2004	39137	43149	51339	15542	16823	34503	76128	57602	38845	16960	17,169	46013	149167
2005	39772	46341	56335	17739	18358	39181	85956	65602	43298	25442	19,452	49275	160187
2006	49427	54961	60383	19536	18501	43392	85855	72985	43866	23441	22,293	56462	184307
2007	56383	57427	67508	21029	22848	47074	87097	74102	52602	26055	24,136	59782	202347
2008	54704	60109	66590	21701	20506	47987	87931	77768	49917	28897	21,165	50918	203104
2009	49781	51376	61241	14323	21640	45487	90054	75236	42302	24324	17,820	51661	176721
2010	43311	47936	54305	13946									159498
% Change	-13%	-7%	-11%	-3%	6%	-5%	2%	-3%	-15%	-16%	-16%	1%	-10%
MTCB													
2003	51156	46957	61334	6102	349	2870	8099	7102	1815	1230	1293	28947	165549
2004	37399	44873	44184	3508	258	2817	7507	5350	3596	1379	4645	32812	129964
2005	39125	41873	51687	4713	336	2268	7313	5208	2060	0	2634	32205	137398
2006	29870	62998	55186	4245	0	17442	6957	4350	3307	459	3501	26456	152299
2007	30265	29429	36330	6170	1930	5992	10596	9477	6156	2679	7660	31709	102194
2008	31318	34882	39149	7108	1776	5912	15620	13106	13847	2953	4818	29064	112457
2009	31339	30169	34576	3628	691	7450	10927	9839	5282	606	3120	24008	99712
2010	30104	32368	34819	4073									101364
% Change	-4%	7%	0%	12%	-61%	26%	-30%	-25%	-62%	-79%	-35%	-17%	2%
													-5%

TERMS AND EXPLANATIONS: (Updates can be found at www.GCBTA.com by the 15th of each month.)

YTD is an acronym for Year-To-Date

LMD is an acronym for Local Marketing District

Local Marketing District (LMD) TAX~ Is reported by Gunnison County in the Modified Accrual Method AND HAS A 90 DAY LAG SALES TAX REPORTS HAVE A 90 DAY LAG and are collected locally and reported by each municipality

Local sales tax **does not** represent unincorporated Gunnison and is reported at 3% rate after July 07 in Gunnison City report CB Home Rule effective date- Nov 2003

Web Traffic is measured by Unique Visits. A Unique Visit is defined as one person's visit to the web site and does not distinguished between first time and returning visits.

MTCB sales tax changed from 4.5% to 4% on 1/1/09. According to MTCB, no reporting is available to compare current collections 2 factors in 08 contributed to high web traffic we did not experience in 09 that the TA did not control. 1) an article was published on CNN.com and we received 3000 +/- clicks. 2) Ride the Rockies posted a link to the TA in 08 which had about 500 clicks. All said, if you remove those traffic sources from 08, our 09 traffic would be about the same.

3 properties paid 4th Q08 in Feb of 09

CBMR Closed earlier in April in 2009 than the previous 2 years

Club Med closed April 2006 at the end of ski season

CBMR opened Elevation Nov 2006 with 150 rooms for 06/07 winter; winter 06/07 63% of hotel available

Reopened Elevation Dec 2007 with 50 rooms; up to 126 for bulk of season;

CBMR closed Elevation March 31, 2008 for renovation; winter 07/08 54% of hotel available

MTCB reported that some businesses are late

Heavy E-communications to targeted arts & recreation groups; CO and surrounding drive market states

2010 Mt. CB sales tax rate is 5%

2009 Mt. CB sales tax rate was 4%

2008 and earlier Mt. CB sales tax rate was 4.5%

PR REPORT for June 4, - July 8, 2010

Buehler Communications Inc. for Gunnison-Crested Butte Tourism Association

Press Releases/Articles

- Press releases distributed to media lists: Bluegrass in Paradise, Cattlemen's Days, Culinary Events, July 4th
- Summer/Fall press releases are written and loaded in the media room at GunnisonCrestedButte.com.

Media Contacts

- Information about Crested Butte to AAA Colorado EnCompass magazine writer for Sky High Colorado article, wildflowers to photographer Blaine Harrington, CB Wildflower Festival & festival deals to Mile High Mamas, writers conferences to North American Travel Journalists Association's Wayfarer Magazine, RMBL events to Denver Post's Scientifically Speaking section
- Photos of fall scenery to Robb Robert's Exception Properties for September/October issue, Black Canyon of the Gunnison to GO (inflight magazine for AirTran Airways), CB Music Festival opera to GoColorado.com, wildflowers to L.A. Times
- Media Visits Completed: Fat Tire Bike Week media group (organized by the CB/Mt. CB Chamber) for dinner on June, German journalist Susanne Ewald & guest through Colorado Tourism Office
- Upcoming Media Visits: Tom Wilmes, managing editor of American Cowboy; Mike Terrell Mountain Getaway and OnTheSnow.com; Eric Peterson, author of Frommer's Colorado; German Journalists Knud Kohr & Susan Spittler (and a staff photographer); Diana Lambdin Meyer, AAA Midwest Traveler & other publications; German journalist Guenter Reimann
- Respond to Colorado Tourism Office (CTO) PR opportunities – Summer Events & Festivals press release, Fall Foliage Packages & Sightseeing press release, key summer events for social media efforts
- 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

- Taste Trotting: Crested Butte – Denver Magazine
- Fat Tire Bike Week – Cyclingnews.com, Denver Post Outdoor Extremes (twice), examiner.com
- Wildflower Rush - Denver Post Travel Section
- Mountain Biking in CB – Air Tran magazine
- Oh-Be-Joyful kayaking event – Denver Post Outdoor Extremes
- Gunnison River Festival – Mountain Getaway
- CB Wildflower Festival – Zone 4 magazine feature, Denver Post Travel section, Mountain Getaway, Colorado Springs Gazette, LA Times, San Diego Morning Call, Daily Press
- CB Wildflower Festival & Tin Cup – Westword Summer Guide 2010
- Wildflowers in CB – KMGH-TV
- 5 Great Summer Vacations (mentions G-CB & Black Canyon) – Baltimore Sun, Hartford Courant, Sun Sentinel, Chicago Tribune, WGNTV, WXIN-TV
- Top 10 Colorado Family Vacations (including Black Canyon) – Associated Content
- Black Canyon – Southeast Missourian
- Celebrating Summer Festivals (included CB Arts Festival) – AAA Colorado EnCompass, Dallas Morning News, Denton Record-Chronicle
- G-CB Destination – FunTravels.com
- CB Feature – Mile High Mamas
- 115 media hits from Continental Airline's press release about the new air service from Houston to G-CB
- Deal to preserve 400 acres near CB also hit many media outlets, including USA Today
- CB Music Festival – AAA Home & Away, Austin Statesman, Vancouver Sun, Amherst Daily News, Truro Daily News, Cape Breton Post, Nanaimo Daily News
- CB Music Festival Opera – GoColorado.com, Denver Post Travel Section
- CB Music Festival's brass concerts – Denver Post – Family Fun section & Travel
- Bluegrass in Paradise – Denver Post Travel section
- CB Restaurant Week – Denver Post food section, milehighonthecheap.com, culinary-colorado.blogspot.com
- Culinary Events - culinary-colorado.blogspot.com
- Bayou in the Butte - Denver Post Travel section
- July 4 RMBL Run, Walk or Crawl – Examiner.com
- July 4 – Denver Post, Colorado Springs Gazette, KRDO

- Summer/Fall Events – RV Journal
- Colorado Vacation (including G-CB) – Payson Roundup
- Colorado: A Nature Lover’s Paradise (including Black Canyon & Curecanti) – Montana Senior News and Idaho Senior Independent
- CB Writers Conference/Readers in the Rockies – New West
- Ginger Café – TravelLady

Other Activities

- Attended TA Vacation Planner Committee meeting
- Continue to update media lists, clip books and media room on web site

**Gunnison-Crested Butte Tourism Association
“Living” Strategic Initiatives Document**

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
- 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

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.*

7/8/10 Directors note: Do we want to consider using our “overall goal” of increasing overnight visitors as a litmus test for all staff and board efforts? Do we need to focus on what actions will help us exceed our overall goal?



Succession Plan Policy for Executive Director (updated: 6/28/10)

- Statement of commitment to prepare for inevitable leadership change.
 - It is the policy of the Gunnison-Crested Butte Tourism Association (TA) to be prepared for an eventual permanent change in leadership – either planned or unplanned – to insure the stability and accountability of the organization until such time as new Executive Director is identified. The board of directors shall be responsible for implementing this policy and its related procedures.
- Statement of commitment to assess leadership needs before beginning a search.
 - It is the policy of the board to assess the needs of the organization to help insure the selection of a qualified and capable leader who is representative of the community, a good fit for the organization’s mission, vision, values, goals and objectives, and who has the necessary skills for the organization.
- Plan to appoint interim leadership to ensure smooth operations and compliance with contractual obligations.
 - To insure the organization’s operations are not interrupted while the board of directors assesses the leadership needs and recruits a permanent executive director, the board shall create an Executive Transition Committee who will in turn appoint an interim Executive Director as described below. The interim Executive Director shall ensure that the organization continues to operate without disruption and that all organizational commitments previously made are adequately executed.
- Within 5 business days the board shall appoint an Executive Transition Committee, in the event that a permanent change in leadership is required. This committee shall be comprised of at least one member of the executive committee, two members of the board of directors, the PR Director and Marketing Coordinator. It shall be the responsibility of this committee to implement the following preliminary transition plan:
 - Communicate message with *key stakeholders* regarding actions taken by the board: 1) naming an interim successor, 2) appointing a transition committee, and 3) implementing the succession policy. The organization shall maintain a current list of *key stakeholders* who must be contacted, such as Chamber of Commerce Directors who will notify their chamber members, Executive Director of the RTA who will notify the RTA board of directors, all government managers who will notify their elected officials and staff and, the local media. Notification to local media will be done by the PR Director of the TA, executive transition committee or interim Executive Director.
 - Consider the need for consulting assistance (i.e., transition management or executive search consultant) based on the circumstances of the transition.
 - Review the organization’s business plan and conduct a brief assessment of organizational strengths, weaknesses, opportunities and threats to identify priority issues that may need to be addressed during the transition process and to identify attributes and characteristics that are important to consider in the selection of the next Executive Director.
 - Establish a time frame and plan for the recruitment and selection process.
- Within 15 business days the committee shall appoint an interim executive director
 - The Marketing Coordinator may be appointed to this interim position based on that individuals consent and/or another individual may be appointed by the committee.



CONSENT FORM

INTERIM EXECUTIVE DIRECTOR

I, _____ the undersigned, agree to work together with the Gunnison-Crested Butte Tourism Association’s (further referred to as TA) executive transition committee (further referred to as “committee”) for a duration designated by this committee and act as the Interim Executive Director of the TA. I understand that I am to make a recommendation to the committee as to the immediate needs of the Gunnison-Crested Butte Tourism Association and act upon those needs as directed by the committee.

Signature

Date



Preparation Check List Succession Plan

To be updated each April when new Executive Committee takes their seats; this document can continue to be added to as necessary from year to year.

Current year: April _____

_____ Signatures at Community Banks of Colorado; Co-Presidents or President/Vice President

_____ Updated password document filed in Policy/Procedures binder

_____ Consent Form for Interim Executive Director on file in Policy/Procedures binder

Signature to denote all above has been done.

Executive Director

Date

Co-President or President

Date

TOURISM DATA REPOSITORY PROJECT

Source	Contact info:	DATA	2004	2005	2006	2007	2008	2009
CROA	Mark Schumacher email him: mark@3riversresort.com	rafting numbers- Taylor River	14,750	14,972	15,127	15,112	14,332	14,326
Natl Park Svc	Sandy Snell-Dobert 641-2337 ext 227	visitor counts Black Canyon	175,581	180,814	160,450	219,576	160,185	
Natl Park Svc		visitor counts Curecanti	1,006,102	882,786	936,380	964,640	1,007,444	
Natl Forest Svc	641-0471 John Murphy (hasn't started yet; ask for Ray Rossman)	NFS campgrounds visitor nights	101,086	92,570	95,601	120,140	97,498	
WSC	Svea Whiting, Tim Albers, Rich Wilkens	WSC visitors (summer camps, enrollment, prospects etc.) Chambers:	See "WSC" tab					
Chamber- G	Tammy Scott - 641-1501	walk-ins		59,843	60,234	69,893	60,321	55,234
Chamber- G		web traffic		102,372	103,027	157,621	215,631	297,996
Chamber- G		phone volume		5,577	4,345	1,444	1,008	1,243
Chamber- G		requests for information		125	165	95	50	25
Chamber CB/MTCB	Richard Bond - 349-6438	walk-ins CB visitor center	see "by month tab"			26,515	24,138	26,716
Chamber CB/MTCB		web traffic	see "by month tab"					
Chamber CB/MTCB		phone volume	see "by month tab"					
Chamber CB/MTCB		requests for information	see "by month tab"			1,288		
CBMR								
CBMR	Jeff Moffett 349-4142 cell is: 209-1906	Past skier days	375,936	411,729	366,765	416,009	358,735	
CBMR		projected skier days	Need Still					
CBMR		occupancy	Need Still					
CB Nordic Center	Keith Bauer - 349-1707	Nordic Passes- visitors	Need Still					
ALPINE EXPRESS	Stewart Johnson 641-5074	Alpine Express ridership				43,205	40,044	
MTN EXPRESS	Chris Larson 349-5616 or 5473	Mountain Express ridership	556,666	554,729	539,774	604,809	631,740	598,080
GCBTA	We have this info...we'll discuss later	Chamber kiosk surveys						

RTA	Kent Myers - 970-569-3311 Kent cell - 970- 390-7207	Air Traffic	see "Air Info" Tab					
RTA		By origin	see "Air Info" Tab					
RTA		YOY & MOM seats sold on aggregate	see "Air Info" Tab					
RTA		Average Fares	see "Air Info" Tab					
	For info below to add in go to gcbta.com and get info from Stats Report	Taxes						
Gunnison		Lodging Sales Tax (G)	100,517	110,832	132,528	167,709.0 0	162,927	127,31 4
Crested Butte		Lodging Sales Tax (CB)	88,478.4 4	116,398.9 0	126,481.9 1	129,911	129,828	133,96 9
Mt. Crested Butte		Lodging Sales Tax (Mt.CB)	427,347	481,030	544,417	529,675	541,605	420,52 6
Gunnison		Retail Sales Tax (G)	385,365	421,884	473,637	479,354.2 2	441,016	387,33 8
Crested Butte		Retail Sales Tax (CB)	##### #	586,778.6 1	626,281	620,212	584,564	533,48 1
Mt. Crested Butte		Retail Sales Tax (Mt.CB)	324,624	364,720	419,703	401,331	409,236	294,64 7
GCBTA		TA Web site stats	4,715	9,418	23,371	37,401	28,931	25,882
GCBTA		TA Telephone call volume	780	1,122	1,945	1,101	1,171	796
Dean Runyon Report		See attached info; go to where all counties are listed and all of this is right there!	By month County Visitor Spending	\$129.9 mil	\$131.7 mil	\$143 mil	\$148.9 mil	
Dean Runyon Report	By month County Visitor Tax		\$2.7 mil	\$3.6 mil	\$4.0 mil	\$4.2 mil		
Dean Runyon Report	By month State Visitor Tax		\$2.7 mil	\$2.7 mil	\$2.9 mil	\$3.1 mil		
Dean Runyon Report	By month number of Tourism jobs		2,110	2,020	2,140	2,070		