

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Agenda
August 11, 2009 –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 – July 2009 Board Meeting of the GCBTA

I. Review and approve minutes from the **July 14, 2009** Board Meeting

7:35 AM **II. New Business** –

- i. Welcome new board member, Larry Meredith
- ii. Board vote on Non-Profit board seat replacement, Larry Meredith
- iii. Board vote on Larry Meredith filling Treasurer’s seat on Executive Committee
- iv. Board discussion and vote on the following IRS related topics:
 1. Employee Compensation Policy (co-President signs; BOD adopts)
 2. Document Retention and Destruction Policy (co-President signs; BOD adopts)
 3. Code of Conduct and Whistleblower Policy (all sign; co-President verifies adoption)
 4. Policy Regarding Conflicts of Interest (all sign; co-President verifies adoption)
- v. RTA update – Scott Truex
- vi. Chamber updates
- vii. Committee reports – None at this time
- viii. CBMR update

7:55 AM **III. Finance Report – J. Chaney**

Motion to approve by: 2nd by:

8:00 AM **IV. Comment/questions about attached staff reports**

- i. Directors Progress Report
- ii. LMD/Sales taxes
- iii. Web traffic/phone call volume
- iv. PR report

8:15 AM **V. Old Business** –

- i. Directors UPDATE: LMD Committee Report
- ii. Continue work begun at the retreat – review flipcharts from retreat and choose next topic to pursue.

Build out tactics for:

- o Strategic Topic TBD
- o Objective: TBD

9:30 AM **Meeting Adjourned**

Attachments: July 09 meeting minutes, 2009 budget, Executive Overview of reports: PR Report, Stats, Progress Report AND IRS reports: Employee Compensation, Document Retention & Destruction Policy, Code of Conduct & Whistleblower Policy and Conflicts of Interest Policy.

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PROGRESS REPORT
July 9 – August 10, 2009

- a. 7.17 JC meeting with L. Heavers Madden Media
- b. 7.18 CR/JC/RS participated in Cattlemen’s Days Parade with float
- c. 7.20 WB/SP/JC meeting with D. Clayton & A. Gitkin re: Mt. CB Grant program
- d. 7.22 JC attended Gunnison Valley Observatory Board Meeting
- e. 7.23 JC/BB attended press reception at CBMR for CB Land Trust Wine & Food Festival
- f. 7.23 JC participated in conference call with GVF Executive Committee
- g. 7.24 JC meeting with L. Meredith to review Board Orientation binder
- h. 7.24 JC lunch meeting with T. Scott/Gunnison Chamber re: valley value program
- i. 7.24 MD/JC attended Evening on Elk event CBLT W&F Festival
- j. 7.29 JC/RS/LW/JF/MS meeting re: LMD reauthorization committee
- k. 7.30 JC meeting with R. Bond/Kristen CB/Mt. Chamber re: valley value program
- l. 7.31 JC/BB meeting with C. Sullivan, CTO Public Relations
- m. 8.4 JC/RS meeting with J. Shipley Colorado Activity Center re: 2010 web/print buy
- n. 8.5 JC attended GVF meeting
- o. Community Calendar progress report – contacts to area events/groups to load info on web site
- p. Clip Book Update – ongoing;
- q. PR CTO leads – ongoing; Beth responds with personal contact
- r. Web site optimization efforts ongoing; Continued enhancements on web site: more pages with specific content for optimization;
- s. Ongoing purchase of media per the 2009 media plan; creating insertion orders; approving ads
- t. E-newsletters for specialty interests regular E-communication to these lists
- u. Collecting monthly fulfillment databases from Chambers and reader service lists (adding to master database by category); forwarding to Dove Graphics for fulfillment

Executive Overview of Reports/Attachments – August 11, 2009
Tourism Association Board Meeting

Stats Report:

- The Stats Report shows municipal taxes through May. We will not have June information until mid August at best. Think about municipal taxes in this regard:
 - The business has 30 days to pay the municipality (e.g. April is due by May 1)
 - The municipality needs time after those 30 days to report and eventually post (e.g. by May 15 figures should be posted for the public)
 - Total lag at minimum is 45 days.

At the time of our board meetings, at the first of 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.

- Phone volume has had a significant change. We discovered that another company was using one of our toll free numbers (we have cancelled that number) that we actually hadn't used since mid 2008. We have adjusted those numbers out from when we started to see the misuse. YTD phone call volume is down 18% however, July was up 2%.
- Web traffic July YTD is down 16%. In looking at a few other destinations, this is well within the average of what is happening to web visitor traffic.
- LMD tax report is through April and it is up 1% year over year. Note that Feb. collection was huge with 3 properties reporting their 4th quarter 2008 revenues at that time. 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. In September we should be able to report May and June numbers.

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 that Beth Buehler has taken on behalf of the Tourism Association. Please let us know if you have any questions!

Current Budget:

The budget will be reviewed and approved as part of the finance report at every regular board meeting.

Minutes:

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

Thank you,
Jane

Gunnison-Crested Butte Tourism Assn

July 14, 2009 Board of Directors Meeting Minutes

Call to order 7:30 AM

In attendance: W. Bearth, S. Pierotti, M. Eldridge, A. Greene, R. Gardner, C. Riggs, J. Valenzuela, J. Chaney, R. Strickland

Absent: D. Cole, M. Dethloff, M. Taylor

Vacant seat: Non Profit

Others: J. Fonken, M. Schumacher, S. Truex, M. Kube, H. Channell, S. Ferguson, A. Weinfurter of the Coal Creek Watershed Coalition

1. Carolyn Riggs reported about her outreach to the local restaurant community with news from her national trends.
2. Review and approve minutes: M. Eldridge 2nd: C. Riggs Vote: ALL
3. Move the official approval of L. Meredith to the Aug meeting
4. S. Truex reported on winter flight schedule. RTA guarantee= \$1.2M total; CBMR = \$625,000. RTA is looking at 2 separate budgets; one for ground and one for air so that the two programs do not need to compete for the same funds. RTA is also looking for additional funding source to maintain current programs in light of an overall decrease in tax collections.
 - a. Schumacher asked about what other funding ideas they have. Truex mentioned they are not ready to discuss creative options other than possible grants.
5. MTCB admissions tax grant/application
 - a. MTCB is moving to a grant process for distribution of those funds. The grant application as it is written now, clearly requires an ROI of those marketing efforts. There is still more research to be done to determine if the TA can or should apply, and if the grant process changes the current IGA funding mechanism that is in place. The grants are due August 15 and March 15 (for summer funds). There may be a need for Tourism Association Board Members to vote via email on how staff should or should not proceed based on all the information we hope to learn.
 - i. A meeting with A. Getting & D. Clayton (MTCB council committee members) and TA staff and co-presidents will take place with the intention of fact finding. Some of the questions are:
 1. Does an applicant have to have a Mt. CB business license?
 2. Will the MOU change for 2010?
 3. Will the language of the application, indicating all the dollars spent must benefit Mt. Crested Butte Businesses, jeopardize the Current Tourism Association's mission?
 4. Will the Tourism Association receive the grant money direct, or would the LMD?
 - ii. Serious concerns by J. Chaney, M. Schumacher, and M. Kube is the splintering effect of marketing dollars instead of going to one marketing group (like the Tourism

Association) who is marketing a brand and the ability to compete with others in our competitive set (i.e. Durango, Steamboat etc.).

- iii. Mt. Crested Butte will be going to the voters in November to reauthorize the Admissions Tax. At that time they can and will likely change the language. M. Kube couldn't say how or what changes they will make.
6. Gunnison Chamber update by J. Chaney. Go bid on the "Ponies on Parade" at Miller's Furniture in Gunnison. Much of the proceeds go to Cattlemen's Days.
7. Amy Weinfurter is here to observe and hopes in communicate in the future to incorporate some tourism related activities.
8. Financial report: Revenue's and expenses are in line.
 - a. Motion to approve: M. Eldridge 2nd: R. Gardner VOTE: All
9. Strategic Initiatives Actions Plans will be recorded real time on the live Google Doc. TOPIC: LMD renewal.
 - a. The LMD Reauthorization committee will create action items, develop sub-committees that will create the framework for board members to "plug & play"

Meeting adjourned 9:35

G-CBTA Budget August 11, 2009

	Actual	Budget	% of Budget
Revenue			
Carry Over Hill & Co	13,840.00	13,840.00	100.00%
Carry Over Media Internet	22,627.00	22,627.00	100.00%
Contingency Fund	80,000.00	80,000.00	100.00%
Current CO-OP Reimbursement	4,286.52	4,287.00	99.99%
Current Media Reimbursement	42,433.00	42,433.00	100.00%
LMD	564,185.66	1,075,000.00	52.48%
Total Revenue	\$ 727,372.18	\$ 1,238,187.00	58.74%
Expenses			
Accountant	117.50	800.00	14.69%
B&B Creative	2,610.50	5,500.00	47.46%
Board Member Related	798.55	1,500.00	53.24%
Computer/ Office Equipment		1,000.00	0.00%
Dues/ Memberships	10,425.00	10,500.00	99.29%
FAM Non-TA Hosted	604.01	1,000.00	60.40%
FAM TA Hosted	1,788.70	3,000.00	59.62%
Fulfillment	34,594.78	55,038.00	62.86%
Hill & CO	14,220.48	13,840.00	102.75%
Hospitality	1,120.20	1,500.00	74.68%
Insurance	1,550.00	1,550.00	100.00%
Legal	85.00	500.00	17.00%
Local Media	8,261.82	8,200.00	100.75%
Local Meetings	1,968.83	4,000.00	49.22%
Local PR			
Buehler Communications	24,727.50	50,503.00	48.96%
Intern-PR Value		1,000.00	0.00%
Supplies (Media CD's/ Phone)	123.60	900.00	13.73%
Travel Expenses	1,155.33	400.00	288.83%
Total Local PR	\$ 26,006.43	\$ 52,803.00	49.25%
Media			
Direct Mail	14,546.60	20,000.00	72.73%
Internet	93,060.78	208,627.00	44.61%
Media Reimbursement		29,020.00	0.00%
Other	9,236.35	20,000.00	46.18%
Print	257,634.62	318,612.00	80.86%
Radio		150,000.00	0.00%
Total Media	\$ 374,478.35	\$ 746,259.00	50.18%
Misc Expenses	720.57	2,500.00	28.82%
Office Supplies	687.59	1,000.00	68.76%
Payroll Expenses			
Director Incentive	1,689.70	8,500.00	19.88%
Marketing Coordinator	20,222.20	46,300.00	43.68%
Marketing Director	44,008.17	88,485.00	49.74%
Total Payroll Expenses	\$ 65,920.07	\$ 143,285.00	46.01%
Photocopy (outside jobs)		150.00	0.00%
Photography	4,418.75	6,000.00	73.65%
Postage	196.28	300.00	65.43%
PR Clip Service		4,800.00	0.00%
Printing	2,253.50	3,000.00	75.12%
Promotional Items	2,432.55	3,000.00	81.09%
Promotions	559.98	1,600.00	35.00%
Storage Unit(s)	1,600.00	2,440.00	65.57%
Subscriptions		50.00	0.00%
Tele/ FAX/ Internet	2,292.37	4,500.00	50.94%
Training/Prof. Development		450.00	0.00%
Travel Planner Reprint	45,431.00	45,000.00	100.96%
Travel/ Tradeshow	2,447.97	11,000.00	22.25%
Web Related	8,577.88	22,122.00	38.78%
Total Expenses	\$ 616,168.66	\$ 1,158,187.00	53.20%

58% of the way through the year; 53.2% of expenses and have collected 52.48% of revenues.



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	16800
2004	2773	1942	4029	2904	2031	1396	2833	1784	2752	3059	5052	3472	17907
2005	4556	4862	5339	4646	7046	5166	6714	7666	8128	12538	9788	12197	38329
2006	13426	9944	11611	8824	13781	16354	15388	11347	40053	14531	14161	17039	89329
2007	21268	16133	17768	18108	20731	26620	31072	19642	17817	18325	20726	19508	151700
2008	15000	13931	17832	13728	16419	25461	23934	13708	13455	13831	13842	19814	126305
2009	14592	11290	13130	10851	13354	20314	22777						106308
% Change	-3%	-19%	-26%	-24%	-21%	-4%	-23%						-16%

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	1284
2004	370	410	236	168	313	322	684	441	500	344	710	564	2503
2005	533	589	470	457	521	738	841	528	556	499	482	683	4149
2006	1105	840	655	515	651	1240	1061	806	1081	608	620	626	6067
2007	606	495	495	420	402	705	686	537	588	544	484	561	3809
2008	596	575	567	503	475	514	616	527	453	350	296	570	3846
2009	428	368	471	359	441	450	631						3148
% Change	-28%	-36%	-17%	-29%	-7%	-12%	2%						-18%

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									414915
													1%

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	25603
2004	4158	3463	4325	3911	7283	10307	18745	15812	13945	9202	4784	4582	23140
2005	4649	4686	5958	3971	7354	16118	18972	16281	13538	8178	5716	5411	26618
2006	5354	5235	7043	3690	9042	14201	25735	22172	17984	11231	5262	5579	30364
2007	7117	6471	9270	5903	10392	18423	28961	28573	24032	13018	7205	8344	39153
2008	7979	8792	9547	5636	10479	19179	27932	18679	16710	9478	4787	6605	42433
2009	5341	6026	6667	4902	8245								31181
% Change	-33%	-31%	-30%	-13%	-21%								-27%
CB													
2003	7688	7811	8283	2408	3823	6938	13442	12700	7673	3047	2461	6920	30013
2004	6122	7220	9533	1989	3737	7076	13919	11690	11904	2803	2,369	10116	28601
2005	7975	10007	15211	2608	3760	8401	17441	14871	15889	5148	4,682	10406	39561
2006	10661	9973	14575	4184	4160	10536	17885	16392	15089	4461	4,547	13538	43553
2007	8,024	8,347	16746	3173	3520	12124	17770	18096	19354	3987	2,071	16640	39810
2008	9,442	9,723	21514	2406	2212	12406	17869	15943	20400	2635	1,502	10950	45297
2009	8,769	8,321	15571	1508	1,979								36148.22
% Change	-7%	-14%	-28%	-37%	-11%								-20%
MTCB													
2003	82743	66938	118711	6103	910	9757	39898	26112	11488	3668	1821	70216	275405
2004	69429	78104	99164	4809	1476	10307	44794	25646	14302	4983	4816	69517	252982
2005	71863	77879	110243	8875	2132	16118	49238	30251	17294	5767	5470	85900	270992
2006	93962	98724	131033	6089	1596	14201	45026	28167	25151	3157	6102	90003	331404
2007	77628	76676	117843	5878	6264	17369	41125	37768	24102	7466	7796	106833	284289
2008	89338	79163	133300	6133	2647	22894	39314	34035	26235	6099	4574	91501	310581
2009*	60373	71861	103513	3146	2861								241754
% Change	-32%	-9%	-22%	-49%	8%								-22%
													YTD -22.4%

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	125767
2004	30453	18905	24578	23050	26727	37323	42663	56619	38733	26421	21876	38017	123713
2005	31270	21585	27675	25174	31252	41670	45953	57106	40844	26053	26817	46445	136956
2006	34281	22709	32054	27558	36027	45750	48912	61352	52595	36759	26987	48654	152628.2
2007	39257	25575	34673	29426	34290	44994	50425	57994	48440	37492	27294	49494	163221.06
2008	33290	23709	32007	23946	29722	45219	45315	55822	49338	32397	25873	44378	142674
2009	34635	18704	25316	19565	26781								125001
% Change	4%	-21%	-21%	-18%	-10%								-12%
CB													
2003	40376	32044	47565	11711	17846	41054	74890	77901	40650	19756	20795	55017	149542
2004	38076	35460	51931	16176	19859	43925	95643	82213	48493	25765	23,233	74181	161502
2005	40661	42003	57623	20002	23412	52407	88892	85181	49599	25184	24,391	77234	183701
2006	41661	45824	58616	19192	22590	54297	102484	91038	58133	25380	29,530	77065	187883
2007	42678	43363	57392	20907	25417	57318	101251	89039	54122	23933	26,349	76794	189757
2008	42085	42,835	52543	18312	20066	48628	94849	99092	43566	26051	20,935	66050	175841
2009	33881	36,736	44764	14283	19303								148966.51
% Change	-19%	-14%	-15%	-22%	-4%								-15%
MTCB													
2003	55624	50997	86055	7835	1413	4593	8925	11902	4771	2813	5456	67949	201924
2004	56078	58907	72592	6852	2159	5381	11204	11190	13165	6656	11219	69221	196588
2005	62964	57946	82382	11049	4477	7659	12743	10194	12934	6505	16698	79169	218818
2006	71167	68623	92235	10791	4654	7815	13779	10361	15843	11745	28722	83968	247470
2007	57994	56205	85217	13687	4061	10027	11760	12526	21893	7562	17542	97771	217164
2008	64513	61793	90106	17805	4841	12819	12473	21577	12446	4329	13971	87473	239058
2009*	48535	50220	69695	7355	3260								179065
% Change	-25%	-19%	-23%	-59%	-33%								-25%
													-19%

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	146612
2004	29756	29809	33462	32070	36348	42905	55324	49260	45552	38642	32983	32449	161445
2005	31352	31602	35439	34261	38697	45671	60418	56648	52463	43810	37662	39562	171351
2006	36138	36593	43118	35581	44293	52187	63496	58653	57038	46717	37916	39741	195723
2007	38164	35638	45155	39384	44701	57368	67262	62531	60840	50335	40555	42693	203042
2008	38838	42421	44430	40616	49952	54282	67420	65479	57988	51993	39288	41591	216257
2009	37722	36487	41541	36960	44397								197107
% Change	-3%	-16%	-7%	-10%	-13%								-9%
CB													
2003	33897	35617	38671	13758	15097	33961	63971	54136	31508	18166	16906	36753	137040
2004	39137	43149	51339	15542	16823	34503	76128	57602	38845	16960	17,169	46013	165990
2005	39772	46341	56335	17739	18358	39181	85956	65224	43298	25442	19,452	49275	178545
2006	49427	54961	60383	19536	18501	43392	85855	71887	43866	23441	22,293	56462	202808
2007	56383	57427	67508	21029	22848	47074	87097	74102	52602	26055	24,136	59782	225195
2008	54704	60109	66590	21701	20506	47987	87931	76453	42507	26302	20,378	47664	223610
2009	49164	49452	53314	14181	21640								187750.95
% Change	-10%	-18%	-20%	-35%	6%								-16%
MTCB													
2003	51156	46957	61334	6102	349	2870	8099	7102	1815	1230	1293	28947	165898
2004	37399	44873	44184	3508	258	2817	7507	5350	3596	1379	4645	32812	130222
2005	39125	41873	51687	4713	336	2268	7313	5208	2060	0	2634	32205	137734
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	104124
2008	31318	34882	39149	7108	1776	5912	15620	13106	13663	2953	4818	29064	114233
2009*	31339	30169	32182	3346	691								97727
% Change	0%	-14%	-18%	-53%	-61%								-14%
													-13%

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

Grand Junction CVB saw a decrease in web traffic of 26% in this same period of comparrison

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

Winter 07/08 54% of hotel open

MTCB reoprted that some buisnesses are late

PR REPORT for July 5 – August 4, 2009

Buehler Communications Inc. for Gunnison-Crested Butte Tourism Association

Press Releases/Articles

- Press releases distributed to media lists: Gunnison Car Show/High Octane Arts & Crafts Festival/Carvin' Up Colorado, Experience the West in G-CB, Art Events in G-CB
- Updating summer/fall press releases and calendar as new information develops
- Continue to write summer/fall releases as topics develop
- Local media article: Tourism Association's new marketing campaign

Media Contacts

- Information about 2010 calendar of events (and photos) to Colorado Travel Council, green lodging/travel to PBS through Lee Hart's green travel website, about camping and fishing in the area to outdoor writer Judy Nugent of Wisconsin for her vacation in the area
- Photos of a trail ride to www.mountaingetaways.com
- Journalists hosted in July & Early August – Mike Nelson from Channel 7 TV in Denver for a float/fish trip into the Black Canyon for his annual Mike Nelson's Colorado show; filming/riding crew for Ride Guide (mountain biking freeride TV show – to show in the US, Canada and Europe in 2010); MileHighMamas.com (affiliated with Denver Post) Editor Amber Johnson in cooperation with CB Music Festival, CB Wildflower Festival and RMBL; editor and staff from Nature's Garden (a Better Homes & Gardens publication) in partnership with CB Wildflower Festival; Gigi Ragland, freelancer from Longmont in cooperation with CB Wildflower Festival and CB Music Festival; Chuck Taylor from johhnyjet.com in partnership with CB Music Festival; and Dan Leeth, freelancer from Denver working on a story for AAA Colorado in partnership with CBMR and CB Arts Festival.
- Welcome backpacks/media kit to 5 journalists visiting during Crested Butte Land Trust Wine & Food Festival and attended VIP event with Jane
- Upcoming media visits in August & September: Teresa Farney, food editor for Colorado Springs Gazette; Franz Marc Frei of Germany, editor of Freizet Revue, Spotlight and Spiel mit!; Guneter Kast and Sandra Urbaniak of Germany, freelance outdoor writers
- Hosted Caitlin Sullivan, PR firm contact for the Colorado Tourism Office for a weekend visit
- Updated information for Gunnison-Crested Butte's page in the Colorado Winter Vacation Planner
- Respond to Colorado Tourism Office (CTO) PR opportunities: unique ways to see the fall colors/fall packages and Labor Day happenings/packages for CTO press releases; holiday happenings for Discover America Newsletter (Canada)
- Respond to CTO media leads
- Fulfill Southwest Colorado Travel Region information requests: military discounts, green tourism for Essentially America (UK travel 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

- Gunnison Mountain Biking Destination – Mountain Bike magazine
- CBMR/Snodgrass – Wall Street Journal
- CBLT Wine & Food Festival – Wall Street Journal, <http://culinary-colorado.blogspot.com>, Denver Post – Bill Husted's column, Wines & Vines, Colorado Springs Gazette
- Great Colorado Getaways – Easy Adventures (including Morrow Point boat tour in Curecanti) – AAA Colorado EnCompass magazine
- Day Hikes Around Gunnison – www.associatedcontent.com
- Crested Butte Wildflowers – Grand Junction Sentinel, Aspen Times, Ft. Collins Coloradoan, Channel 9 TV - Denver
- Experience the West in G-CB – www.travelvideo.tv, www.funtravels.com
- Grand Traverse – www.Gear.com
- Django's – <http://culinary-colorado.blogspot.com>
- East Side Bistro - <http://culinary-colorado.blogspot.com>
- Irwin Lodge/Snowcat Skiing – <http://travel-babel.blogspot.com>
- Powerade Pinnacle, 24 Hours in the Sage, Pearl Pass Mountain Bike Tour – Denver Post Outdoor Extremes Calendar

- Mountain Town Getaway of the Week: Crested Butte – www.milehighonthecheap.com
- Summer Travel Deals in G-CB – www.mountaingetaway.com
- G-CB Art Events – www.hotindienevents.com, <http://coloradosummerinfo.com>, www.travelpulse.com
- CB to Aspen Hike – Aspen Times
- Planning a Meeting in Crested Butte/Mt. Crested – www.planourmeetings.com
- July 4 in Crested Butte – Grand Junction Free Press
- Cattlemen’s Days – www.examiner.com
- Crested Butte Music Festival – Denver Post
- Family Adventure Package at CBMR/Grand Lodge – www.elitetraveler.com

Other Activities

- Met with CB Land Trust Wine & Food Festival director
- Continue to update media lists, clip books and media room on web site



Document retention and destruction policy

I. Purpose

In accordance with the Sarbanes-Oxley Act, which makes it a crime to alter, cover up, falsify, or destroy any document with the intent of impeding or obstructing any official proceeding, this policy provides for the systematic review, retention and destruction of documents received or created by the Gunnison-Crested Butte Tourism Association (GCBTA) in connection with the transaction of business. This policy covers all records and documents, regardless of physical form, contains guidelines for how long certain documents should be kept and how records should be destroyed.

II. Document Retention

The GCBTA follows the document retention procedures outlined below. Documents that are not listed, but are substantially similar to those listed in the schedule will be retained for the appropriate length of time. Items retained by Gunnison County are noted.	7 years
Audit reports (County)	Permanently
Bank Reconciliations	2 years
Bank statements	3 years
Checks (for important payments and purchases)	Permanently
Contracts, mortgages, notes and leases (expired)	7 years
Contracts (expired)	3 years
Correspondence (legal and important matters)	Permanently
Correspondence (with customers and vendors)	2 years
Duplicate deposit slips	2 years
Employment applications (County)	3 years
Year End Financial Statements	Permanently
Insurance Policies (expired)	3 years
Insurance records - accident reports, claims, policies	Permanently
Invoices (to customers, from vendors)	7 years
Minute books, bylaws and charter/articles of incorp.	Permanently
Payroll records and summaries (County)	7 years
Personnel files (terminated employees) (County)	7 years
Retirement and pension records (County)	Permanently
Tax returns and worksheets	Permanently
Timesheets (County)	7 years
Trademark registrations and copyrights	Permanently
Withholding tax statements (County)	7 years



IV. Electronic Documents and Records

Electronic documents will be retained as if they were paper documents. Therefore, any electronic files, including records of donations made online, that fall into one of the document types on the above schedule will be maintained for the appropriate amount of time. If a user has sufficient reason to keep an email message, the message should be printed in hard copy and kept in the appropriate file or moved to an “archive” computer file folder. Backup and recovery methods will be tested on a regular basis.

V. Document Destruction

The GCBTA’s president/co-presidents and Executive Director are responsible for the ongoing process of identifying its records, which have met the required retention period and overseeing their destruction. Destruction of financial and personnel-related documents will be accomplished by shredding.

Document destruction will be suspended immediately, upon any indication of an official investigation or when a lawsuit is filed or appears imminent. Destruction will be reinstated upon conclusion of the investigation.

I, _____, co-chairman of the Gunnison-Crested Butte Tourism Association affirm that this procedure was approved by the Board of Directors on August 11, 2009.



Employee compensation policy

Upon selecting an Executive Director, the Gunnison-Crested Butte Tourism Association executive committee, or their designees in the form of a compensation committee, will agree upon a compensation package for that person, provided that any board member with a conflict of interest with respect to the compensation arrangement at issue are not involved.

The executive committee or its designated committee will set compensation for the Executive Director based on a body of evidence which includes comparable compensation for similarly qualified persons in functionally comparable positions at similarly situated organizations, industry-produced salary surveys and private sector surveys for similarly skilled positions.

The executive committee or its designated committee will document their deliberations, including the evidence used, in determining a compensation arrangement.

I, _____, co-president of the Gunnison-Crested Butte Tourism Association do hereby affirm that this policy was adopted by the board of directors on August 11, 2009.



Gunnison-Crested Butte Tourism Association

Policy regarding Conflicts of Interest

Conflict of interest arises whenever the personal or professional interests of a board or staff member are potentially at odds with the best interests of the Gunnison-Crested Butte Tourism Association (GCBTA) or when a person is in a position to personally or professionally benefit from a board decision. Although the legal standards for avoiding conflict of interest for nonprofit organizations are fairly limited, the GCBTA will avoid where possible even the appearance of impropriety.

It is the responsibility of each board member to annually disclose any interests that could give rise to conflicts of interest.

The board of directors will monitor and enforce this policy by asking at each meeting whether any board or staff member has a conflict of interest with regard to any agenda item.

If an issue is to be decided by the board that involves potential conflict of interest, it is the responsibility of the affected person to:

1. Immediately identify the potential conflict of interest during the meeting at which said topic is being discussed. This applies to items that are listed on the agenda as well as those that arise as part of any auxiliary discussion.

It is the responsibility of the Board to:

1. Determine to what degree the conflict will influence discussion and decision making. The board may ask the person with the potential conflict of interest to step out during this discussion. The board can, but is not required to, ask that the individual with the potential conflict excuse themselves from discussion and/or refrain from voting on that issue. It is acceptable, if the board allows, for a board member with a conflict of interest to participate in the discussion and vote regarding that topic.
2. Act at all times in the best interest of the GCBTA.
3. Record in the minutes of the board meeting the potential conflict of interest, and the use of the procedures and criteria of this policy.

A board member may perform professional services for the organization or propose that a relative or friend be considered for a staff position. Such transactions are acceptable if they benefit the organization and if the board makes the decision in an objective and informed manner using established competitive hiring or bidding process.

Violations of the Conflicts of Interest Policy

If there is cause to believe there has been a failure to disclose actual or possible conflicts of interest, the board shall inform that person of the basis for such belief and afford the opportunity to explain the alleged failure to disclose.

If, after hearing the member's response and after making further investigation as warranted by the circumstances, the board of directors determines the member has failed to disclose an actual or possible conflict of interest, it shall take appropriate disciplinary action.

Each director shall annually sign a statement, which affirms such person:

1. Has received a copy of the conflicts of interest policy,
2. Has read and understands the policy,
3. Has agreed to comply with the policy

I, _____, have read, understand and will comply with this policy. _____

DATE

GUNNISON-CRESTED BUTTE TOURISM ASSOCIATION

Code of Conduct and Whistleblower policy

I. General

The Gunnison-Crested Butte Association (GCBTA) expects its directors, officers, employees, and other representatives to observe high standards of business and personal ethics in the conduct of their duties and responsibilities.

II. Code of Conduct

The directors, officer and employees of this organization are expected to adhere to high standards of ethical conduct. Although it is impossible to describe all conduct that is addressed, this policy specifically requires the following:

1. Dedication to the GCBTA's mission, vision and goals and recognition that the chief function of the GCBTA at all times is to serve the best interests of Gunnison County.
2. The responsible and prudent management of the GCBTA's funds and assets.
3. Honest and ethical conduct, including the ethical handling of actual or apparent conflicts of interest between personal and professional relationships.
4. Compliance with all applicable governmental laws, rules and regulations.
5. Treatment of all persons with respect, equity and fairness regardless of race, religion, gender, ability, age or national origin.
6. Respect and protection of confidential and/or privileged information to which we have access in the course of our duties.
7. Prompt internal reporting of code violations to an appropriate person or persons within the organization.
8. Personal accountability for adherence to this code of conduct.

III. Reporting Responsibility

It is the responsibility of all directors, officers, employees and representatives to report wrongful conduct in accordance with this organization's whistleblower policy.

IV. Wrongful Conduct

"Wrongful conduct" is defined in this policy to include a serious violation of GCBTA policy or a violation of applicable state and federal law.

V. No Retaliation

No director, officer, or employee who in good faith reports wrongful conduct will suffer harassment, retaliation or adverse employment consequence. Any director, officer, or employee who retaliates against anyone who has reported wrongful conduct in good faith is subject to discipline up to and including termination of employment or removal from the board or directors, as applicable. This policy is intended to encourage and enable employees and others to raise serious concerns within the organization prior to seeking resolution outside the organization.

VI. Reporting Wrongful Conduct

The GCBTA encourages its directors, officers, and employees to share their questions, concerns, suggestions, or complaints with someone who can address them properly. Any director, officer, or employee may report wrongful conduct to the executive director or the president of the board of directors if the conduct concerns the executive director or a board member. If the reporting individual is not comfortable speaking with or not satisfied with response of the foregoing individuals, the issue may be reported to any member of the board of directors. The president/co-presidents of the board of directors and all members of the board of directors to whom a report of wrongful conduct is made are required to immediately advise the full board of directors of such report.

VII. Acting in Good Faith

Anyone filing a complaint of Wrongful Conduct must be acting in good faith and have reasonable grounds for believing the information disclosed indicates wrongful conduct. Any allegations that prove not to be substantiated and which prove to have been made maliciously or knowingly to be false will be viewed as a serious disciplinary offense.

VIII. Confidentiality

Reports of suspected wrongful conduct may be submitted on a confidential basis by the complainant or may be submitted anonymously. Reports of suspected wrongful conduct will be kept confidential to the extent possible, consistent with the need to conduct an adequate investigation.

VII. Handling of Reported Wrongful Conduct

A representative of the board of directors will notify the sender and acknowledge receipt of the suspected wrongful conduct within five business days, unless such report was submitted anonymously. All reports will be promptly investigated and appropriate corrective action will be taken if warranted by the investigation.

I, _____, do hereby agree to abide by this Code of Conduct and

Whistleblower Policy _____.
DATE