

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Packet
August 9, 2010 –7:30 AM, Almont Resort

AGENDA

MISSION STATEMENT - enhance economic vitality by marketing our county as a year-round destination and foster relationships with community partners to ensure a quality guest experience.

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

ELEVATOR SPEECH - The Tourism Association's primary function is to market Gunnison County on a year-round basis to increase overnight visitors in support of our local economy. Nearly 5M dollars are generated in local taxes annually with over 2,000 jobs directly related to tourism. In 2009 there was over 51M dollars in local visitor spending.

7:30 AM **WORK SESSION** (Advisory Board members are welcomed to attend and join a group)

Overview of July work session: At the July regular meeting, the work session consisted of groups working on their action plans. The groups reported progress at the end of the work session and staff was to update each group's action plan with new notes from this meeting. This task was completed and all BOD/Advisory BOD members were e-mailed the action plans on 7/20. The focus for the August board meeting will be a civility initiative presentation by Pam Montgomery. As we moved into the BOD meeting, there was no new or old business and regular reports were given. It was decided to move the elevator speech to the top of the agenda for the August meeting.

- Board breaks into sub groups to continue work on individual action plans (see attached)

8:30 AM Adjourn work session

8:30 AM **Call to order regular meeting of the GCBTA Board of Directors**

- Introduce guest speaker: Pam Montgomery, Executive Director, Community Foundation of the Gunnison Valley who will speak about Civility Initiatives Application to Community Meetings
- Question & Answer period

9:00 AM **Establish quorum**

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

9:05 AM **Approval of Consent Agenda:**

- Approval of minutes from July 12, 2011 meeting
- Approval of Staff Reports (Executive Overview/LMD Tax/Sales tax/web traffic/PR/phone call volume /Progress Report)
- Approval of 2011 Financial Report

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

9:15 AM **Old Business:** none at this time

9:15 AM **New Business:** none at this time

9:15 AM **Reports:**

- RTA
- South Valley Lodging
- Public Lands
- WSC
- CBMR
- Chambers
- Municipalities/County

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PROGRESS REPORT
July 12 – August 8, 2011

- 7/12 TA Regular Board meeting and work session
- 7/12 EK Meeting with S. Gellert and M. DiStefano/MediaSpade
- 7/12 EK Meeting with W.Bearth/P. Seaman and M. DiStefano/MediaSpade
- 7/12 JC EK Meeting with M. DiStefano/MediaSpade
- 7/14 EK Meeting with Peak Property Management and M. DiStefano/MediaSpade
- 7/15 JC meeting with Spotlight Colorado production company (filming at Cattlemen’s Days)
- 7/20 JC meeting with State Tourism rep D. Malone
- 7/21 JC participated in Little Lamb Productions interviews w/ local non-profits for reality TV series
- 7/21 EK participated in TripAdvisor and e-mail marketing webinars
- 7/21 EK filmed James Braly
- 7/25 EK meeting with P. St. George, J. Messner, C. Dickey re: UPCC maps
- 7/26 EK meeting with D. Leonardi/Skier News
- 7/27 JC meeting with J. Goss, Internet Honey re: database mgmt, etc.
- 7/28 EK meeting with M. Silver/F. Meadors/ORE re: GreenGCB.com
- 7/28 EK distributed Frisbees for family promo to Gunnison Chamber and surveys to Pioneer Museum
- 7/29 EK distributed Frisbees for family promo to CB and Mt. CB Visitor Centers and surveys to Trailhead Museum/CB Heritage Museum
- 7/31 EK photographing Alpine Odyssey Leadville Qualifier
- 7/31 EK meeting with J. Bonnenburger/Comcast

- 8/4 JC/EK GoToMeeting conference call with J. Goss, Internet Honey
 - a. GCB Community Calendar – continue to make contact with area events/groups to load info on web site
 - b. Clip Book Update – ongoing;
 - c. Web site optimization efforts ongoing; Continued enhancements on web site: more pages with specific content for optimization;
 - d. Ongoing purchase of media per the 2011 media plan; creating insertion orders; approving ads; emailing/uploading to publications
 - e. E-newsletters for specialty interests; regular E-communication to our lists and purchased lists
 - f. Collecting monthly fulfillment databases from our web site, Chambers and reader service lists (adding to master database by category); forwarding to Dove Graphics for fulfillment; fulfilling international requests electronically by emailing link to our online brochure with other useful information
 - g. Ongoing addition to electronic database via web site newsletter sign ups and e lists from other sources of information

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GCBTA Meeting Minutes
July 12, 2011 Almont Resort 7:30 AM

Board/Staff in attendance: C. Riggs, A. Eflin, K. Hassebroek, D. Cole, W. Bearth, C. Elliott, S. Ferguson, J. Valenzuela, J. Chaney, E. Kelleher

Not in attendance: R. Gardner, A. Green, F. Kugel

Advisory board in attendance: S. Snell-Dobert, T. Scott, H. Channel, Mary, K. Van Hoesen, S. Truex, J. Wirsing

8:33 AM Call to order regular meeting GCBTA Board of Directors

Establish quorum

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

Consent Agenda:

- Approval of minutes from June 7, 2011 meeting (short meeting pre June retreat)
- Approval of Staff Reports (Executive Overview/LMD Tax/Sales tax/web traffic/PR/phone call volume /Progress Report)
- Approval of 2011 Financial Report

Motion to approve Consent Agenda by: S. Ferguson 2nd by: C. Elliott (W. Bearth abstained)

Old Business: None

New Business: None

Reports:

RTA - S. Truex:

- Bus system – ridership down in June
- No fare, spread the word: update RTA site and make it very apparent
- Fare was just for last ski season, no decision regarding next winter
- Air service: D. Cole: American loaded, this year we are running one 757 daily with exception of January –early February (no Tuesdays), more capacity, 38-40k seats, first round of advance bookings this week
- United: S. Truex United contract for Houston should occur later this week. Not finalized, 95% of the way there, details, daily until....
- Mt. CB Town Center Association: made a donation to RTA that will help with cash flow, at end of season American, S.Truex will let us know when contract is signed.
 - Regional jet service out of Denver, most likely reduced to 1 flight in January.
 - Details being worked out 38k seats but down just a bit from last year, have them where we want them, reduced during January makes sense

Public Lands - S. Snell-Dobert:

- Working with FS, BLM, DOW to put together a booth for UPCC
- Visitation statistics down 7% for June, seems like we are picking up
- New signs on Highway 50
- Elk Creek Marina changes, Pappy's is very different, still work to do, lake is high, nearly close to full, not sure how long Bureau of Reclamation will hold it
- Junior Ranger camps going on at Black Canyon and Curecanti
- At Black Canyon, East Portal road has rockslides, so there may be up to one hour delays

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WSC

None (T. Scott: Business After Hours Sept. 1).

CBMR – D. Cole:

- May/June not what expected but up over last year, last two weeks in June made a difference, July – Oct up significantly (\$250k lodging) and other resort rev up \$140., selling out zip line tours
- Winter is cautiously optimistic
- Bluegrass in Paradise, sold 1200 tickets for two day weekend, double last year
- Leadville qualifier on July 31, over 300 registrants now, goal is 400-500 participants for year one with right to renew
- UPCC is going to be great event, earlier booking for winter, late for summer
- Living Social did test sold out in 12 hours, 250 packages in 24 hours, 50% discount and commission, with living social escapes, minimum of 30% discount, up to 20% commission, use as trial, Aspen is doing as community with credit in town, driving a lot of business, 25% outside Colorado bookings
- 349-2211 advance reservations for zip line, downtown – 2 hour tour, hike to top of Peachtree, 5 different zips, 3 features, going to 1st weekend September then weekends only through October

\Crested Butte/Mt. CB Chamber - K. Van Hoesen:

- Restaurant week, RTR, Bike week , 4th went smoothly, good weather
- Bike Week saw a lot of changes, increased participation in Fat Tire 40, record breaking in Chainless, may be some changes for next year, we would like to keep going, 4th great – ton of people, visitors are up but over 300 people in Visitor Center yesterday even with rain, Chamber continues to act as liaison for UPCC, Epic Relays, Leadville Qualifier. Epic Relay is running relay from front range to Mt. CB on July 23 (800 runners, 5/team) a lot of people who surveyed have never been to CB before, such good feedback/interaction with us, want to continue race, want to expand, want us to be hub
- Music event up on mountain, grand tasting for wine/food festival, looking toward Fall Festival of Beer/Chili Cook off (9/10), expanding and keeping to 1 day fest this year but expand hours - weather dependent, Tammy/Richard working on economic development steering committee, very happy that farmers market, arts group working on economic impact, approached Pam Montgomery and other GVLC program to form workshop to membership in fall regarding leadership and customer service, could be valley-wide training session (services, customer service, more in depth elaboration on Tourism Forecast)

Gunnison Chamber – T. Scott:

- Right in middle of Cattlemen's Days, Thursday, Friday, Saturday rodeos, Saturday parade, June down considerably, whining because people couldn't get into high country, pony parade
- Economic development program – Economic. Dev group go together, group of 45 people formulated plan, now working on ongoing Economic. Development group and continuing progress, first presentation at 1:30 at BOCC meeting, CB/Mt. CB on July 19, Gunnison on August 2

Gunnison County – H. Chanell:

- A lot of road work preparing for events, working on solutions

Town of CB – J. Wirsing:

- It's busy, one of the most positive 4th of Julys ever, 2 fireworks shows worked well, spring snows have been hard on getting trails open, feedback of backcountry skiing fantastic now, rivers running, sidewalk seating continuing to grow
- coordinate bike racks better for less zigzagging.
- 9 News feature on Crested Butte Wildflower Festival

Other Reports – J. Chaney:

- TA has been represented at Economic development sessions, we were in 4th of July parade, doing Cattlemen's Days parade, Film Commission – second part of Spotlight Colorado coming back for this weekend and host will be riding into arena during rodeo, and also Wildflower Festival, will likely air in August, we have been filming attractions/events
- River Festival great- third extra feature was just put in and extremely helpful, great day!

Add to agenda for next meeting:

- South end lodging included on agenda for next meeting.
- Elevator speech to top of agenda
- Condensed overview of efforts conducted at July meeting

Adjourned: 9:33

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**Executive Overview of Reports – August 9, 2011
Tourism Association Board Meeting**

Consent agenda: includes minutes, reports and 2011 finance report

Stats Report:

Web Traffic:

- YTD July is up 45%
- July 2011 compared to June 2010 – up 41%
About 70% of our website visitors came as a result of search engine referrals which show our SEO efforts are working very well.

Phone Call Volume:

- YTD July down 2% (made up 4% age points)
- July 2011 compared to July 2010 - up 18%

LMD tax: Ending May up 10%

Municipal Sales Tax:

- Gunnison YTD through May
 - retail: -5%
 - restaurant: -1%
 - lodging: -22%
- Crested Butte YTD through May
 - retail: +3%
 - restaurant: -1%
 - lodging: +20%
- Mt. Crested Butte YTD through May
 - Retail: +8%
 - Restaurant: +10%
 - Lodging: +13%

Director's Report (Progress Report later part of the one page Agenda document):

This information is self-explanatory and describes major activities of staff and board members when involved on behalf of the Tourism Association. Please let us know if you have any questions!

PR Report:

July is included in this packet. See all past reports on www.gcbta.com

Budget/Accounting:

Beginning July 13, 2010 meeting, the budget is approved as part of the consent agenda.

On June 9 2010, we started working with Ridgeway Accounting & Consulting to do our bookkeeping. Our invoices are dropped off every other Monday/Tuesday and picked up and mailed on Wednesday/Thursday.

2011 budget: we are 58% of the way through the year; have collected 61% of LMD revenue and are at 51% of our expenses.

Additional revenue: Film grant, carryover from 2010 budget year, Marble LMD revenue (offsetting increased size of vacation planner/web site to include Marble) and co-op advertising payments from partners.

Minutes: Attached. Please let us know if revisions are required during the board meeting.

Thank you,
Jane Chaney
Executive Director

PR REPORT for July 2 – August 3, 2011, 2011
Buehler Communications Inc. for Gunnison-Crested Butte Tourism Association

Press Releases/Articles

- Press releases distributed to media: Gunnison Car Show Weekend, Marble, Reasons to View USAPCC in G-CB Valley
- Local media press releases: Frisbee promotion, philanthropy reality TV/G-CB Film Commission
- Continue working on and updating summer/fall releases. Have started on winter/spring releases. All are posted at www.GunnisonCrestedButte.com/media.

Media Contacts

- Information: Package & photo for Colorado Expression's holiday gift guide, miscellaneous for Sunset's Fall Getaways, winter news/activities for Men's Journal, October – December events for Colorado Expression's event calendar, October – January events and photos for RV Journal, Nordic events/Frozen Buns Resolution Run for Margie Goldsmith/Colorado Ski Country media lead, July 4 fireworks for CBS 4 – Denver, Fall Festival of Beers for Colorado Outing
- Photos: Denver Post for USAPCC article, carladynews.com for Gunnison Car Show, 5280 for Fall Festival of Beers & Chili Cook-off, Kelowna Capital News (B.C.) for Marble, Colorado Springs Gazette for Marble, Cattlemen's Days for Denver Post
- Media Visits – Freelancer/Elevation Outdoors writer July 9 – 11 (for CB Music Festival), PeletonPost.com July 20 – 21 (for USAPCC), freelancer/writer for various publications from UK July 27 – Aug. 4 (for CB Music Festival), editor of kineticshift.com (for USAPCC)
- Colorado Tourism Office opportunities, submitted information for: UK PR about ski/snow/snowboard activities, holiday information for a "Every Day with Rachael Ray" magazine lead, what's new for a media lead
- Help a Reporter media leads: Girlfriend getaways for moms, bucket list adventures for boomers, end of summer deals
- 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 Destination – Denver Life
- Crested Butte Wildflowers – Channel 9 News (NBC) Denver feature, Denver Post Denver & the West section, several photos and mention of Wildflower Festival
- Blue Mesa/Morrow Point Boat Tour – Colorado Getaways – CBS 4 Denver
- Crested Butte Destination/Biking – www.tellurideinside.com
- Great Hikes of America (CB to Aspen hike was featured for Colorado) – Military Times, Navy Times
- Colorado Camping: 10 to Try (including Lake Irwin) – Denver Post Travel
- Ziplines (including CBMR) – firsttracksonline.com, NY Times
- Get High on Vacation (including CBMR's ziplines) – Bing Travel
- CBMR ziplines – Denver Post Travel, Denver Post Fitness Calendar
- USAPCC pre-coverage of G-CB routes – pelotonpost.com, Velo News e-news, coloradoadventures.com
- USAPCC – lots of mentions especially with the announcement of top three Tour de France riders planning to participate, including USA Today
- Crested Butte Alpine Odyssey (Leadville 100 qualifier) – many mentions with Lance Armstrong winning (Velo News, singletrack.com, cyclingnews.com, Denver Post, etc.)
- Guide to Colorado Film Festivals (including CB) – avclub.com/Denver
- Cattlemen's Days – Denver Post Arts & Entertainment "Best Bests" including a photo, Denver Life, outdoorhub.com, examiner.com, JournalAdvocate.com, mountaingetaways.com
- Gunnison Car Show – carladynews.com

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- Pearl Pass Mountain Bike Tour & USAPCC – Colorado Tourism Office “Explore Colorado on Two Wheels” press release (picked up by at least 80 media outlets)
- CBLT Wine & Food Festival – examiner.com (two writers), Aurora Sentinel
- CB Wildflower Festival – Denver Life, examiner.com, Westword
- Area Wildflowers (including CB/CB Wildflower Festival) – Grand Junction Sentinel
- CB Arts Festival – Denver Post Travel, Chicago Tribune & other Tribune papers (Phil Marty’s Travel Column)
- Event listing for Colorado Expression e-news – include CB Music Festival & CB Wildflower Festival
- CB Music Festival – topeventsusanews.com, cybergrass.com, allaboutjazz.com, Denver Post, NY Times, milehighmamas.com, WKSU Radio
- CB Bike Week – Westword blog
- Colorado Beer Festivals (including Fall Festival of Beers) – zimbio.com
- Intellectual Pursuits in Gunnison County – outdoorhub.com
- Marble – Colorado Springs Gazette, Channel 9 News (NBC) Denver feature on Crystal
- Marble Fest – Denver Post Travel
- Colorado’s National Parks (including Black Canyon) – Fort Collins Coloradoan, Colorado Meetings + Events magazine
- Rebecca and Sharbel Dussault’s pizza oven feature – Denver Post Denver & The West section
- Sites for the QR-enabled Tourist (including QR tour in CB) – readwriteweb.com
- Fishing the Gunnison River – Grand Junction Sentinel
- July 4th – Channel 5 News (Colorado Springs/Pueblo), CBS 4 – Denver, examiner.com, milehighmamas.com

Other Activities

- Continue to update media lists, clip books and media room on website