

Gunnison-Crested Butte Tourism Association

Agenda – September 13, 2011 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.

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 August work session: 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 8/25/11. ***The focus for the Sept work session will be to continue work on action items with the focus being the organization of the plans into a workable process, actions assigned to individuals/timeline; document how each action will be measured against a definition of success and the litmus test of mission statement, human and financial resources.***

- Review/discuss above focus for today’s work session
- 40 minutes: Board breaks into sub groups to continue work on individual action plans (see attached)
- 20 minutes: group discussion on organization of action plans, assignments for October work session reports and feasibility/measurement/definition of success

8:30 AM Adjourn work session

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

Establish quorum

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

8:35 AM **Approval of Consent Agenda:**

- Approval of minutes from August 9, 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: ____ Vote:

8:45 AM **Old Business:** none at this time

8:50 AM **New Business:** none at this time

8:55 AM **Reports:**

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

9:30 AM Meeting Adjourned

PROGRESS REPORT

August 9 – September 12, 2011

8/9 JC EK Internet Honey meeting
8/9 JC EK Heritage Walking Tour with Town of CB and CB Museum
8/9 JC CR SF Gunnison City Council meeting
8/10 JC meeting with G. Eggleston (WSC intern Film Commission)
8/10 JC meeting with P. Montgomery (Gunnison Arts Center)
8/11 JC meeting with S. Morgan (new G. Mgr Inn at CB)
8/12 JC to Denver CADMO meeting (new CTO Ass't Dir & Miles-Weaver)
8/15 JC EK UPCC Road Closure meeting Mt. CB
8/15 JC EK WB CB Town Council meeting
8/16 JC WB Mt. CB Town Council meeting
8/16 EK Yoga Rocks the Butte meeting
8/23 JC EK UPCC Crested Butte/Mt. CB Finish (all day)
8/24 JC EK UPCC Gunnison Start (all day)
8/30 EK filmed G. Cunningham re: CB Heritage Walking Tour and CB Museum
8/30 JC EK post USA Pro Cycling Challenge debrief meeting in Mt. CB
8/31 JC EK BB Airline Marketing Meeting with CBMR, CB/Mt. CB Chamber
8/31 JC meeting with J. Oates re: conference proposal
8/31 EK Twitter webinar
9/5 EK social media webinar
9/6 EK meeting with N. Berenato from OnTheSnow.com

- 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

**Gunnison-Crested Butte Tourism Association
Board of Directors Work Session Notes
August 9, 2010 –7:30 AM, Almont Resort**

Overview of August 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. Additionally, a civility initiative presentation was given by Pam Montgomery.

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

Action Plan Group Summaries:

Group 2 & 3: Kristen, Tammy, Stu, David, Andrea, Wanda, Frank, Carolyn

- Combined two groups during work session because of a couple overlapping action items
- Building rapport with chambers, councils, membership – centered around how to talk to chambers, councils, membership
- Will be talking to councils in next 2 weeks and use opportunity for two way communication with council
- Message to convey from TA: “We always strive to get better/improve” – What are your ideas? (Learn as we go)

Group #4: Cathie, Sandy, Tracy

- How do people currently gather their information?
- Need to determine how to communicate to potential visitors
- Would like staff to get QR to event page not to our page
- Would like mobile version of calendar
- Need front line staff training/education – Tammy, Kristen, Jane can work with Sandy on Skagway model
- Would like staff to research electronic billboard with what is going on (to be regularly updated)
- C. Elliot researched signage and Gunnison city staff excited about it

Group #5: Jane/Erica

- Marketing, website, social media, SEO, database management
- Talked about 2012 budget items: Site rebuild, Internet Honey to expand on database management, increase monthly SEO efforts

Additional Update:

JC: Film Commission – Spotlight CO was here during CB Bike Week, Crested Butte Wildflower Festival , Cattlemen's Days, River Festival, and he is pitching Gunnison episode to Travel Channel. Also, 13 nonprofits were interviewed for reality TV show about wealthy philanthropist looking for perfect man and winning nonprofit would receive \$75,000.

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

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IN ATTENDANCE: S. Ferguson, F. Kugel, C. Elliott, W. Bearth, C. Riggs, A. Green, J. Chaney, E. Kelleher

OTHERS: D. O'Reilly, S. Snell-Dobert, T. Koehler, K. Van Hoesen

NOT IN ATTENDANCE: K. Hassebroek, J. Valenzuela, A. Eflin, R. Gardner, D. Cole

8:30 am Call meeting to order:

**Pam Montgomery, Executive Director, Community Foundation of the Gunnison Valley introduced herself:
Civility Initiative presentation:**

- Goal: Being able to be civil and come together as community to solve difficult issues
- Things that make civil conversations possible in valley: Trust, truth, curiosity, compassion, openness, patience
- Together you are really using all of these words. You can come to a place where you make decisions together in everyone's interest.
- Mutual leadership from controlled leadership – open way of learning together, everyone had a voice, openness and compassion (Roger's rules).
- Book recommendation: Speed of Trust by Steven MR Covey – 12 principles
- Need to trust one another before we look at others' positions
- If you can get to a place of trust and come up with something you have in common, the fingers begin to loosen and you are not as tied into position anymore and you have more of an ability to hear what they are saying. Lift veil of judgment, listen with compassion. Everyone has something to say and they come from their own truth so if you listen with compassion, you may hear a point. Then you may be able to have a conversation that leads you to mutual point
- Eventually reach consensus – may not be 100% in favor of decision but you will support the decision. Place of trusting one another. Agree to disagree is okay.
- Focused conversation method: ORID
 - Objective facts that surround issue.
 - Reflective – look at internal relationship of issue (emotions).
 - Interpret facts and agree what the fact is.
 - Decision – make decision. Don't go to a decision too fast, patience takes to you a place of consensus. You must trust each other and the process to get you there.
- So many tools to use and real key is to take the time to do it.
- Three cups of coffee – after 3 cups you can understand someone.

- Easiest book to read: The Art of Possibility – open up the bar, it allows you to go through the bar and live into the possibilities that exist (Author: Rosamund Stone Zander)

8:55 am Establish quorum

Conflict of Interest disclosure by board members (reviewed at every board meeting per IRS recommendation); there were none

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)

- Remove meeting minutes from consent agenda

Approval of 2011 Financial Report

Motion to approve Consent Agenda w/ exception: Approve with one change to minutes from W. Bearth (add “all in favor” after votes in these minutes and in future): S. Ferguson , 2nd: C. Elliott. All in favor.

Motion to approve minutes as adjusted: W. Bearth, 2nd: S. Ferguson. All in favor. (F. Kugel abstained).

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

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

9:15 AM Reports:

RTA - All winter flights loaded, waiting on Continental/United contract, AA contract signed, United Denver flights coming in

South Valley Lodging - T. Scott: June very slow largely due to snow in high mountains, July was much better and Visitor Center up 20% over last year, cabins done very well, Three Rivers Resort totally booked, other cabins booked, downtown lodging hit or miss, has been much better than June, August looking fairly busy with the next two weeks WSC, car show, Pro Challenge

Public Lands - S. Snell Dobert. Brought visitor use survey copies, our numbers have been interesting due to road construction. Down 9% in July, that more applies to Black Canyon because it’s easier to count visitors there whereas Curecanti has so many entrances. Looks about normal, lake is high, just starting to see beaches again. Lake is going down and getting a bit easier to see beaches for families. Forest Service has been really busy trying to get ready to the Pro Challenge. BLM is very busy out in the field as well.

A. Green - Where can CB to Aspen trail info be found? Answer: Forest Service, CB/Mt. CB and Gunnison Chambers.

WSC - Moved into Taylor Hall, Ute Hall will be a residence hall, now a community open house on 9/1 from 4-6PM at Taylor Hall, getting ready for students to come back on 8/22, WOW downtown, events to support the Pro Challenge.

CBMR – None.

N. End lodging - W. Bearth: June was ahead of last June and July looking to be good, winter business ahead of last year, still availability for Pro challenge.

A. Green - June looking down due to late seasons tart, July up 5%, not seeing much for Pro Challenge yet, just starting to get calls.

CB/Mt. CB Chamber - Numbers very up for July, busy weekend for Arts Festival, R. Bond leave of absence.

Gunnison Chamber - Visitor center numbers, go to COtrip.org, working on proposal for economic development organization, car show, craft show, pro challenge, wow all coming up! Chamber Golf Tournament on 9/9 Scramble and Scruff. Friday afternoon, lunch, green fees, business after hours.

Staff - Road closures for UPCC can be found on UPCCinfo.com. Staff will send BOD/Adv. Board the road closure document.

Municipalities/County: D. O'Reilly – Busy time, good news about the moneys coming in, people visiting, moving along, positive.

Adjourn at 9:21 AM

**Executive Overview of Reports – September 13, 2011
Tourism Association Board Meeting**

Consent agenda: includes minutes, reports and 2011 finance report

Stats Report:

Web Traffic:

- YTD August is up 30%
- August 2011 compared to August 2010 – down 16%*
*August 2009 was the “record month;” with booking/sales cycles being much closer to arrival, we have delayed some fall e-communication; we hope to see September up over last year as a result; info below re: Consumer Confidence may also have played a role in people actively researching vacations.

"Consumer confidence deteriorated sharply in August, as consumers grew significantly more pessimistic about the short-term outlook," said Lynn Franco, director of The Conference Board Consumer Research Center in a statement.

The Conference Board said Tuesday that its Consumer Confidence Index fell to 44.5, down from a revised 59.2 in July. The number was the lowest level since April 2009 when the reading was 40.8. It also is far below the 53.3 that analysts had expected. A reading above 90 indicates the economy is on solid footing; above 100 signals strong growth.

A number of factors contributed to the index's decline. The Conference Board Index—based on a random survey of consumers sent to 5,000 households from Aug. 1 to Aug. 18—captured the wildest week on Wall Street since the financial crisis in 2008.

Phone Call Volume:

- YTD August is flat to last year
- Month over month, August is up 20%

LMD tax: ending June up 7%

Municipal Sales Tax:

- Gunnison YTD through June
 - retail: -5%
 - restaurant: -2%
 - lodging: -22%
- Crested Butte YTD through June
 - retail: +3%
 - restaurant: -2%
 - lodging: +19%
- Mt. Crested Butte YTD through June
 - Retail: +8%
 - Restaurant: +10%
 - Lodging: +14%

Director's Report (Progress Report latter part of the 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:

August 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 66% of the way through the year; have collected 66% of LMD revenue and are at 60% 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.

PR REPORT for August 4 – Sept. 7, 2011

Buehler Communications Inc. for Gunnison-Crested Butte Tourism Association

Press Releases/Articles

- Press releases distributed to media: Vinotok, Bike Art for USA Pro Cycling Challenge, Fall Drives, September Splendor in the Rockies
- Local media press releases: forwarded all USA Pro Cycling Challenge press releases by race organizers to local media
- Continue updating fall releases and have started on winter/spring releases. All completed releases are posted at www.GunnisonCrestedButte.com/media.

Media Contacts

- Information: Thanksgiving Training Camp for Everyday with Rachael Ray, Labor Day events to Colorado Ski Country via CBMR, destination article and photos to Byways Magazine
- Photos: mountain biking to Singeltracks.com, Vinotok to Daily Herald Chicago, Gunnison Car Show to Denver Post Best Bets section
- Media Visits – Jeff Barber, editor of Singletracks.com (for USAPCC); AAA Colorado EnCompass writer/freelancer writer Linda DuVal (online article about Gunnison)
- Upcoming Media Visits – Sharron Livingston, writer for Jewish Chronicle, Sussex Life, Travel Magazine (organized by Colorado Tourism Office); Phil Marty, freelance writer/photographer and travel columnist for Chicago Tribune (gets picked up by other Tribune papers)
- Colorado Tourism Office opportunities, submitted information for: press releases about winter and fall attractions for kids and top trails; September newsletter for UK PR office
- Help a Reporter media leads: arts venues for kids, travel deals for Labor Day weekend, scenic North American drives for fall/great stops & hotel deals along the way, best culinary getaways
- 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

- USAPCC – many, many mentions before, during and after race (including some focused just on our area/stages) such as kineticshift.com, Durango Herald, velonews.competitor.com, Denver Post
- Race Food: The Locals' Guide to Dining at Colorado's USA Pro Cycling Challenge (included Camp 4 Coffee, Ginger Café, The Bean) – velonews.competitor.com
- Cruising Through the Colorado Rockies (including G-CB) - Budget Travel
- Flower Power Motorcycling 10-Page Feature (including G-CB, two-page photo of CB and other photos of area) – Ride On (Germany)
- Gunnison County Destination Feature – Byways magazine
- Colorado Tourism Office Beat the Heat, Escape to Colorado press release (included Sail Western Colorado on Blue Mesa & Summit Trail at CBMR) – picked up by at least 105 media outlets
- Destination Radio Interview (featuring Jane Chaney) – Travel Planners Radio Show
- G-CB Travel Tips – Away.com
- Kokanee salmon spawning in valley/surfing upstream – Denver Post
- Labor Day marks good fishin' holes (including Blue Mesa, Roaring Judy Fish Hatchery, East River, Taylor River) – Denver Post

- Mountain Resort Towns Ratchet Up Their Autumn Appeal for Visitors (including Butte Bucks, CB Film Festival, Fall Festival of Beers & Chili Cook-Off) - 5280
- Gunnison Car Show – Auto Enthusiast, Denver Post Best Bets, La Voz
- Gunnison Car Show Weekend – examiner.com, Denver Post Travel
- Vinotok – Chicago Daily Herald, travelpulse.com
- CB Film Festival – Colorado Daily
- People’s Fair – Westword
- CBLT Wine & Food Festival – examiner.com (two different writers)
- Crested Butte Music Festival – Denver Post Best Bets
- Pearl Pass Mountain Bike Tour – Chicago Tribune
- September Splendor in the Rockies – La Voz, Denver Life e-news
- Fall Drives in Gunnison County – funtravels.com
- Top 9 Fantastic Fall Getaways (including G-CB) – adventuretravel.about.com
- Photo of Lake Irwin campground and caption saying “possibly the greatest campground view in Colorado” – outtherecolorado.com
- Photos of Tin Cup – activerain.com/blogsvie
- Garlic Mike’s/Three Rivers Resort Float & Dine Trip – Westword
- Black Canyon of the Gunnison National Park – associatedcontent.com
- Travel Deals – Chicago Tribune (travel column by Phil Marty)
- Mountain Bikes Take High Roads to Big Test (included CBMR’s Evolution Bike Park) – Denver Post
- Crested Butte Mountain Biking Photo – Women’s Adventure magazine blog
- In the saddle (bike): Paradise revisited in Crested Butte – Aspen Times
- Dark Canyon Trail – Aspen Times
- Where to go in Colorado & some other nearby gems (including West Maroon Trail from Aspen to CB) – Fort Collins Coloradoan
- Foot Loose (guide to hiking, backpacking & scrambling in Colorado, included West Maroon Trail) – Elevation Outdoors

Other Activities

- Attended airline marketing meeting