

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Packet
October 12, 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.

- 7:30 AM Call to order – 4th Work Session
- Update: Film as tourism (GunnisonCrestedButteFilm.com); Meeting with Prof. J. Lucido and Prof. T. Schliesman re: student intern project
 - Meeting with Prof. T. Schliesman re: Joint Marketing Committee local air service plan
 - Continue work on new Strategic Initiatives document (revised doc from May 2010 Board Retreat) See attached notes with next steps for 10.12.10

8:30 AM **Call to order** – October 2010 Board Meeting of the GCBTA
Establish quorum

Consent Agenda:

- Approval of minutes from September 14, 2010 meeting
- Acceptance of finance report
- Staff Reports (LMD/Sales tax/web traffic/phone call volume /Executive Overview/PR)

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

- 8:45 AM **V. Old Business** –
- i. TA assessment proposal update (10/12 BOCC Work Session 2:30 PM; 10/19 LMD update)
 - ii. Update following meeting with M. Birnie/M. Lock re: Marble Tourism Assn
 - iii. Brochure fulfillment cost savings implemented; 2011 plan
 - iv. Conflict of Interest; this will be reviewed at every board meeting per IRS recommendation

- 9:10 AM **III. New Business** –
- i. RTA Update
 - ii. Public Lands Update
 - iii. Chamber Updates
 - iv. CBMR Update
 - v. Other updates

9:30 AM Adjourn

Attachments: Work Session follow up notes, October Agenda, September 2010 meeting minutes, Stats Report, 2010 Budget, Executive Overview of Reports, PR Report, Progress Report; Living Strategic Initiatives document

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Packet
October 12, 2010 –7:30 AM, Almont Resort

PROGRESS REPORT

September 14 – October 12, 2010

- a. 9/14 TA Board Meeting
- b. 9/14 JC attended CB Lodging meeting
- c. 9/15 JC attended GV Economic Council meeting
- d. 9/16 JC/EK meeting w/ K. Van Hoesen re: 2011 CB Restaurant Week
- e. 9/19&20 JC attended Grand Circle Assn marketing meeting in Pagosa Springs
- f. 9/21 JC conf call re: Gov. Conference panel session w/ CADMO
- g. 9/21 JC/EK meeting with P. Swenson re: GV Economic Council web site
- h. 9/26-28 JC/BB/EK Hosted FAM w/CTO Int'l Representative marketing companies
- i. 9/2910/1 JC/BB/EK attended Governor's Conference on Tourism Snowmass
- j. 10/5 JC/BB/EK/K. AMen 2011 Vacation Planner meeting
- k. 10/6 JC/EK Hosted FAM UK travel product managers
- l. 10/6 JC meeting V. Scola re: 2011 Vacation Planner custom map
- m. 10/7 JC/EK 2011 Work Plan meeting
- n. 10/7 JC/SP/RG/S. Ferguson TA Assessment proposal review committee
- o. 10/7 JC meeting w/ M. Birnie re: TA Assessment proposal committee recommendations
- p. 10/7 JC meeting w/ M. Birnie & M. Lock re: Marble Tourism/LMD allocation plan
- q. 10/8 JC meeting w/ RTA Joint Marketing Committee meeting
- r. 10/8 JC attended W. Elk Scenic Byway meeting in Redstone
- s. GCB Community Calendar – continue to make contact with area events/groups to load info on web site
- t. Clip Book Update – ongoing;
- u. Web site optimization efforts ongoing; Continued enhancements on web site: more pages with specific content for optimization;
- v. Ongoing purchase of media per the 2010 media plan; creating insertion orders; approving ads
- w. E-newsletters for specialty interests regular E-communication to our lists and purchased lists
- x. 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
- y. Ongoing addition to electronic database via web site newsletter sign ups and e lists from other sources for information

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Packet
October 12, 2010 –7:30 AM, Almont Resort

**Executive Overview of Reports – October 12, 2010
Tourism Association Board Meeting**

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

Stats Report

Web Traffic: up 62% year-to-date; up 66% in September

Phone Call Volume: up 10% year-to-date; up 8% in September

LMD tax: YTD July is down 24%; month of July was down 7 % YOY however, with high LMD tax receipts, most lodging properties will report at the end of 3rd quarter. Historically, 3rd quarter has largest revenue collection so we will know more accurately by mid November how July, August and September does.

Municipal Sales Tax: 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 about the 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 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 July 13, 2010 meeting, the budget is approved as part of the consent agenda.

NOTE: I am keeping the following information in this report for reference purposes:

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%. 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.

The line items most affected in the budget reduction were:

- *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.

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Packet
October 12, 2010 –7:30 AM, Almont Resort

As of end of September we are 75% of the way through the year. We have received LMD revenues totaling \$720,000 through September and are at 72 % in expenses.

Minutes:

Attached.

- Follow up work outstanding:
 - board to provide staff direction on use of the Intern Data Collection project;
 - C. Riggs suggesting revised bylaws text re: Question: What happens when enough members have a conflict of interest?
 - In our bylaws, Section 7 does not discuss COI, so we may need to add to a section and default to another party (suggestion made to default to Executive Director) in the event more than the quorum has a COI. Secretary, Carolyn Riggs will look into drafting some language
 - C. Ladoulis will supply samples of revised budget layout

Thank you,
Jane Chaney
Executive Director

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Packet
October 12, 2010 –7:30 AM, Almont Resort

**Gunnison-Crested Butte Tourism Association
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September 14, 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: W. Bearth, C. Riggs, C. Ladoulis, R. Gardner, A. Green, C. Elliott, D. Cole, J. Chaney, E. Kelleher

Others: T. Scott, S. Ferguson, H. Channel, J. Stevens, T. Kohler, J. Wirsing, D. O'Reilly

Not in attendance: S. Pierotti, J. Valenzuela, D. Weins, M. Taylor

8:34 AM **Call to order** – September 2010 Board Meeting of the GCBTA
Establish quorum

Consent Agenda:

- Approval of minutes from August 10, 2010 meeting
- Acceptance of finance report
- Staff Reports (LMD/Sales tax/web traffic/phone call volume /Executive Overview/PR)

Motion to approve Consent Agenda by: C. Elliott 2nd by: C. Riggs

8:45 AM **V. Old Business** –

- i. TA Assessment update ()
 - a. Met w/ LMD BOD on 8/17 and maximum of \$15, 000 will be allocated from LMD fund balance.
 - b. LMD Board will administer process
 - c. J. Chaney will facilitate a RFP committee to review RFP bids (invite 3 municipalities, 4 BOD members and J. Chaney)
 - d. RFP's were sent out by M. Birnie's office on 9/3/10
- ii. Conflict of Interest - reviewed at every board meeting per IRS recommendation
 - a. None

9:10 AM **III. New Business** –

- i. Update: Marble Tourism Association
 - a. LMD Board has not sent Marble LMD revenues to Marble in over a year
 - b. Once local conflict is resolved, TA may be adding Marble in as a destination in the Vacation Planner and on GCB.com
 - c. Marble may set up a new organization, reestablish themselves and receive some of the Marble LMD revenues
 - d. M. Birnie will let us know when any of this is ready to happen
- ii. Staff recommendation: TA web brochure fulfillment 2011
 - a. Costs can be reduced by Dove mailing web requests rather than Chambers

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Packet
October 12, 2010 –7:30 AM, Almont Resort

- b. Make online brochure viewing more prominent and encourage use of it and also offer print/CD versions; this may help reduce requests for print planner
- c. Staff will bring some stats to help better understand the savings to the next BOD meeting

iii. RTA Update - None

iv. Public Lands Update - S. Snell Dobert

- a. Pavement preservation plan at Black Canyon for chip sealing starts soon
- b. Same project at Curecanti next spring and summer
- c. Education outreach program – New coordinator for Black Canyon and Curecanti, new lesson plans, booked through fall and early spring, Junior Ranger program (30 at Curecanti, 15 at Black Canyon), Boat Tours went well, looks like Black Canyon was close to last year, as well as Curecanti, new concessionaire for next year (bids open).

v. Chamber Updates

- a. Gunnison - T. Scott
 - i. In process of marketing partner drive, emphasizing Vacation Planner, Candidate forum Mon. 9/27 at 6:30PM at multipurpose bldg., After Hours at new hospice , 10/22 annual banquet and people's choice awards,.
- b. Crested Butte / Mt. Crested Butte - None

vi. CBMR Update - D. Cole

- a. Fall Fest/Chili Cook-off went well (1400 people), book early and save went well, airfare sale going on now, up YOY for seats sold, lodging on budget and 10% up and group 40% up, pass sales up nearly 100%, Gunnison Getaway launching soon, business pass sales soon in Gunnison, Butteness campaign launching soon, 50th Anniversary in all advertising.

vii. Other updates

- a. Western State College - T. Kohler
 - i. Enrollment up 1% and sustainability courses start next week
- b. Chris Ladoulis – Financial Reporting
Chris would like to propose changes to the way the financial report is presented. He will explore some ideas.
C. Elliott suggested they look at the hospital's report. She will contact them.

9:40 AM Adjourn

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Packet
October 12, 2010 –7:30 AM, Almont Resort

September 14, 2010 Work Session Notes/follow up

Cathie Elliott's suggestions to use information for local awareness purposes: turn these questions into teaser classified ads for the Shopper, too...possibly at no cost.

Some of my ideas are:

How does the TA differ from the Chambers?

What benefits has the TA provided for the valley, in the past?

How is the TA funded?

How does the TA help (dentist, restaurant, college, minimum wage worker, etc); WIFM??

Overall Goal: Overnight Visitors

Strategic Initiative #1

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

1. Means of communication and collaboration

Explain the benefit to locals for having a TA:

- Idea: Develop elevator speeches -Knowing audience & targeting - what's in it for them (tie in w/ talking points)
- Idea: Monthly TA talking points - discussed at TA meetings
- Discussion: Local communications committee chambers/TA but it was decided TA represents great majority of business types; no need for separate committee
- Discussion: Defending vs. creating awareness - We want to create awareness!
- Idea: Present quick, fun facts locally (TA E-newsletters, local media and at various civic and social group meetings)

For Next Meeting:

- Identify audiences to start process of creating messages for each group. Can be used by board and staff, on gcbta.com and in local media outlets.

HIGH - Highly Related to Tourism

Lodging and Travel

Restaurants and Catering

Sports and Recreation/ Guide Services and Outfitters

Events and Festivals/Arts, Culture and Entertainment

Shopping and Specialty Retail

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Packet
October 12, 2010 –7:30 AM, Almont Resort

MODERATE - Moderately Related to Tourism

Real Estate & Property Management

Health, Beauty & Spa Services

Community Organizations and Non-Profits/Religious Organizations

Automotive and Aviation Services

LOW - Low Level of Tourism Relevancy

Construction Services/Public Utilities

Business and Professional Services/Advertising and Media Computers and Telecommunications

Home and Garden/Pets and Veterinary

Health Care/Finance and Insurance/Legal

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Packet
October 12, 2010 –7:30 AM, Almont Resort

PR REPORT for Sept. 9 – Oct. 4, 2010
Buehler Communications Inc. for Gunnison-Crested Butte Tourism Association

Press Releases/Articles

- Articles distributed to local media: Airline Marketing Committee/Locals Fare on United, Quiznos Pro Challenge RFP submitted by both ends of valley/update
- Working on winter/spring press releases, posting in media room on TA's website

Media Contacts

- Information about West Elk Loop Scenic & Historic Byway fall drive to writer for TravelandLeisure.com, possible on-location photography options and info to Acura's Style magazine
- Photos of fall foliage on West Elk Loop Scenic & Historic Byway to TravelandLeisure.com
- Set up radio interview for Loree Weisman, representing the TA, on KEZW's Departure Time Travel Show that aired on Oct. 2
- Media Visit: Kyle Wagner, travel editor for the Denver Post, Sept. 10 – 13; Acura Style Magazine, Sept. 13 - 17
- Colorado Tourism Office International Reps Visit: Sept. 26 - 28
- Respond to Colorado Tourism Office (CTO) PR & social media opportunities: hiking and biking trails to Baedeker travel guide about southwest USA (Germany PR office),
- CTO media lead for Smart Luxury Travel by Shermans Travel forwarded to applicable lodging properties
- 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

- America's Best Fall Color Drives (included West Elk Loop Scenic & Historic Byway, focusing on G-CB area) – TravelandLeisure.com
- Top 5 Bargain Destinations for Fall 2010 (included G-CB and September Splendor in the Rockies) – USA Today
- Fall Foliage photos and mentions – mentions on several Denver TV stations including Channel 7 and Channel 4
- Where to See Fall Colors 2010 (included Hwy 135 between G-CB, Cottonwood Pass, Monarch Pass – Channel 7 Mike Nelson's recommendations)
- Guide to Fall Colors in Colorado (Kebler Pass, CB & Cottonwood Pass three of 17 prized locations) – KDVR & KWGN TV
- Fall Fun in the Mountains (included mountain biking in CB/photo on Dyke Trail) Denver Post travel section
- Fall Scenery in western Colorado & eastern Utah (including Kebler Pass and Blue Mesa/Curecanti) – Grand Junction Daily Sentinel
- Colorado's Fall Foliage in the High Country (included Kebler Pass) – Grand Junction Daily Sentinel
- Fall Aspen Viewing Drives & Hikes (Kebler Pass among 5 top statewide drives) – Fort Collins Coloradoan
- ABC Extreme Makeover Home Edition (including mention of family visiting Crested Butte while home being worked on end of Sept/early Oct) – numerous media hits
- Best Biking Trails in the Nation (7 trails including CB's 401 Trail) – Business & Health
- Radical Fall Mountain Bike Rides in Colorado (8 trails including CB's 401 Trail) – Fort Collins Coloradoan
- Crested Butte to Aspen/Maroon Bells area loop hike – Denver Post
- Vinotok – photos and links on Jason Blevins Denver Post blog, Denver Post Best Bets, ColoradoBiz magazine, topeventsusanews.blogspot.com
- Six Artists Inspired by Rocky Mountain Landscape (included a painting of Crested Butte by John Harrell) – Southwest Art Magazine
- Make Sure Mom Gets a Break in Snowy Clime (included a photo of writer and daughter in CB) – Eileen Ogintz's Taking the Kids Column, ran in Huffington Post
- Colorado Grand (including mention and photo of stop in CB/Mt. CB) – Sports Car Digest

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Packet
October 12, 2010 –7:30 AM, Almont Resort

- Fall Festival of Beers & Chili Cook-Off – Kyle Wagner’s Denver Post blog, AAA Colorado EnCompass magazine, Colorado Country Life
- Families Get Fun Apres Ski Hotspots, Too (included Crested Butte) - OntheSnow.com
- Romance on the Slopes (including Uley’s Cabin) - OntheSnow.com
- Winter Mountain Meetings (included Mt. CB) – meetingsfocus.com
- Ski Town B & Bs (included The Ruby) - OntheSnow.com
- Choosing a Family Ski Destination (included CB) - OntheSnow.com
- Snowsports for Adrenaline Junkies (included snowcat driving at CBMR) - OntheSnow.com
- The Big Deal – pre-season ski trip sales (included CB deal) – The Adventure Life Travel e-news

Other Activities

- Submitted information for 2011 Colorado Summer Vacation Planner
- Working on 2011 calendar of events
- Attended Governor’s Conference on Tourism in Snowmass with Jane & Erica
- Attended Airline Marketing Committee meeting on Sept. 9
- Continue to update media lists, clip books and media room on web site