

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Agenda
December 11, 2007 - 7:30 AM, Almont Resort

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

7: 30 AM I. Review and approve minutes from the October 16, 2007 Board Meeting

7:35 AM II. **New Business** –
a. Annual Meeting review and 2008 plan
b. RTA Update – Scott Truex
c. Board Member Updates/Upcoming opportunities to share TA info
d. Review/approve REVISED 2008 budget (\$1,075,000.00)
e. RTA Bus/Change time of regular winter BOD meetings
f. Visitor Forecasting

8:15 AM III. **Old Business** –
a. Letter to Editor re: TA new official policy regarding taking positions - discussion
b. Post retreat “action plan” – JF, ME & SP
 1. Chairs report on progress to date
c. Crisis Management Plan Update
 1. Met with County and City of Gunnison Nov. 8th
 2. Set up meeting with CB/Mt. CB government/law enforcement
 3. Present and review final plan to TA Board of Directors (training)
d. LMD Fund oversight

8:30 AM IV. **Directors Report** –
a. May in the Rockies promotion
b. CB Center for the Arts expansion plan
c. Meeting with Kathy Goddeau (new Director of Sales) CBMR
d. Pandemic Preparedness meeting 12/5
e. Colorado Birding Trail 12/4
f. TA participation w/ Town of CB Economic Assessment sessions (12/12 & 12/13)
g. See attached Progress Report for other activities

8:40 AM V. **Finance Report**
Motion to approve by: _____ Second by: _____

8:45 AM VI. **Staff Reports**
a. Web traffic report
b. 800 phone call volume report
c. Sales Tax and Lodging Tax reports
d. Public Relations

9:00 AM VI. **Updates**
a. Marketing Committee
b. Reservations/Lodging –next meeting January
c. Chamber – fee structure change to Marketing Partners
d. CBMR

9:20 AM V. Additional items _____ AM Meeting adjourned
Attachments: 07 Budget; 08 REVISED budget; Stats Report (PR report highlights will be shared at meeting; will be posted to www.gcbta.com)

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PROGRESS REPORT

October 15 – December 10, 2007

BOARD “ADVANCE” ACTION ITEMS from May 31, 2007 retreat:

- Every-other-month TA E-newsletter utilized for “board member talking points” for use at local meetings to share TA “updates.” Next issue October 07 (last issue August 07)
 - Oct. Board meeting review committee prioritized lists; Next steps: develop action plans
- a. 10.17 JC, RS, JC, TS Meeting re: May in the Rockies
 - b. 10.19 JC attended the RTA meeting; presented current marketing efforts
 - c. 10.19 JF, SP, LW, WB, JC pre LMD meeting
 - d. 10.23 RS/JC attended GV Lodging Committee meeting
 - e. 10.23 JC/RS/SP presented to the Gunnison City Council
 - f. 10.24 JC/SP attended the Red Lady Forum at the Multi-purpose building
 - g. 10.26 JC/RS Open House new office (Blue House)
 - h. 10.29 JC met with Kathy Goddeau, new DOS at CBMR
 - i. 10.30 JC attended Economic Development ad hoc committee meeting
 - j. 10.30 JC/CM/TS/RS met to discuss new approach for Marketing Partnerships
 - k. 10.30 JF/JC/RS met with Linda Nienhueser re: 2008 LMD funds/TA Budget
 - l. 10.31 JC met with K. Stone/A. Dyar re: CBMR enhanced listing in Vacation Planner 08
 - m. 11.1 JC attended the merger celebration of the Community Foundation of the GV
 - n. 11.5 JC/ME met with Chris Cappy re: Focus Group Session questions/format
 - o. 11.5 JC/GC presented to the CB Town Council
 - p. 11.6 JC attended tour of water treatment facility (mine clean up)
 - q. 11.6 JF/LW/WB/SP/JC & RS presented 2008 Work Plan to the LMD BOD
 - r. 11.7 JC attended City of Gunnison Event position meeting
 - s. 11.8 JC/BB met with City of Gunnison/County Emergency Management personnel
 - t. 11.8 JC/BB met with T. Scott re: May in the Rockies
 - u. 11.9 JC attended RTA meeting; presented current marketing efforts
 - v. 11.9 JC/JF met re: Annual Meeting
 - w. 11.13 TA Annual Meeting at CB Mtn. Theatre
 - x. 11.14 JC participated in conference call re: Frontier; K. Meyers, K. Stone. J. Moffett; S. Truex & B. Babbitt
 - y. 11/14 JC attended Economic Development ad hoc committee meeting
 - z. 11.15 JC attended the GVO Board Meeting
 - aa. 12.15 JC/RS met with owners of Elizabeth Anne & Purple Mt. Lodge re: marketing activities
 - bb. 11.16 JC traveled to Hotchkiss with C. Riggs; meeting with wineries for CO Fest
 - cc. 11.19 TA Year in Review at the GAC
 - dd. 11.20 JC met with K. Goddeau, DOS at CBMR
 - ee. 11.21 JC/ME meeting with Margot Levy re: Focus Group Sessions
 - ff. 11.28 JC attended Gunnison Rising project meeting at WSC
 - gg. 11.129 Focus Group Session at GAC
 - hh. 12.3 JC/RS conference call with CTO rep re: 2008 internet media buy
 - ii. 12.4 JC met with feasibility consultant, re: real estate in CB area

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- jj. 12.4 JC/RS conference call with RezStream re: internet marketing reports
- kk. 12.4 JC/RS attended Colorado Birding Trail meeting with BLM
- ll. 12.4 JC met with owners of Almont Resort/C. Riggs re: CO Fest location
- mm. 12.5 JC attended City of Gunnison Event manager position
- nn. 12.5 JC attended 5 hour meeting re: Pandemic preparation at WSC
- oo. 12.5 JC attended Economic Development ad hoc committee meeting
- pp. RS ongoing managing/updating marketing partner/hospitality partners on the web site
- qq. Notified Chambers on 9.28 print date for Vacation Planner and schedule
- rr. Recent e-blasts – DiscoverColorado.com; Sherman’s Travel; Travel Zoo; TA list for winter air service; Dunhill Vacations; Colorado.com
- ss. New web pages recently built – Friends & Family Fly Free American Airlines program
- tt. Community Calendar progress report – more enhancements made Dec. 4, 2007
- uu. Clip Book Update – ongoing;
- vv. PR CTO leads – ongoing: Beth responds with personal contact
- ww. Web site optimization efforts ongoing; Continued enhancements on web site: more pages with specific content for optimization;
- xx. Ongoing purchase of media per the 2007 media plan; creating insertion orders; approving ads
- yy. E-newsletters for specialty interests regular E-communication to these lists
- zz. Collecting monthly fulfillment databases from Chambers and reader service lists (adding to master database by category)