

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Agenda
May 13, 2008 - 7:30 AM, Almont Resort

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

7: 30 AM I. Review and approve minutes from the April 8, 2008 Board Meeting

7:35 AM II. **New Business** –
a. RTA Update – S. Truex
b. TA Board Retreat May 22nd
c. CB, Mt. CB Town & Gunnison Council Updates June 16 and 17 and TBD
d. **Board Member Updates/Upcoming opportunities to share TA info**

8:15 AM III. **Old Business** –
a. Post retreat “action plan” – JF, ME & SP
 1. Chairs report on progress to date
 • Marketing Committee meeting in June - J. Fonken
 • Local Awareness Committee update – M. Eldridge
b. High water PR assistance
c. LMD Fund oversight and Ballot Initiative (no update as of 5.13.08)

8:30 AM IV. **Directors Report** –
a. Annual Report update
b. June TA E-Newsletter
c. 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 – meeting 3.21.08 report in Old Business
b. Reservations/Lodging – no report; next meeting 4.29.08
c. Chamber
d. CBMR

9:20 AM V. Additional items _____ AM Meeting adjourned
Attachments: 07 Budget and 08 Budget: PR report and Progress Report. Stats Report will be shared at the meeting; insufficient data at this time.

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PROGRESS REPORT

February 13 – April 7, 2008

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 February 08 (last issue December 07)
 - At each Board Meeting continue to look at next steps: develop action plans
- a. I am working to fill this in...☺
 - b. Community Calendar progress report –
 - c. Clip Book Update – ongoing;
 - d. PR CTO leads – ongoing: Beth responds with personal contact
 - e. Web site optimization efforts ongoing; Continued enhancements on web site: more pages with specific content for optimization;
 - f. Ongoing purchase of media per the 2008 media plan; creating insertion orders; approving ads
 - g. E-newsletters for specialty interests regular E-communication to these lists
 - h. Collecting monthly fulfillment databases from Chambers and reader service lists (adding to master database by category)