

Gunnison-Crested Butte Tourism Association  
Board of Directors Meeting Agenda  
June 10, 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 May 13, 2008 Board Meeting

7:35 AM II. **New Business** –

- a. RTA Update – S. Truex (summer busses start 6.2.08)
- b. Riverfest update – Anthony Poconi
- c. Gunnison Valley Observatory update – Mike Brooks
- d. CB & Mt. CB Town Council Updates June 16 and 17; Gunnison June 24 –J. Chaney
  - i. Need board representation at all three presentations.
- e. Upcoming Board Opportunities to Share TA Message – all

8:00 AM III. **Old Business** –

- a. Revised logo discussion/review
- b. Board Development – S. Pierotti/W. Bearth
- c. Retreat notes – Value Proposition Statement – J. Chaney/B. Buehler
- d. Retreat Mission Statement revision: enhance economic vitality by marketing our county as a year-round destination and foster relationships with **community** partners to ensure a quality guest experience. (changing out “**hospitality**” partners to “**community**” partners) VOTE to approve change. Motion: 2<sup>nd</sup>:
- e. Post retreat “action plan” – JF, ME & SP
  - i. Chairs report on progress to date
- f. Local Awareness Committee update – M. Eldridge
- g. Ongoing high water PR assistance – J. Chaney
- h. LMD Fund oversight and Ballot Initiative Update – J. Chaney

8:30 AM IV. **Directors Report** –

- a. Annual Report
- 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 – R. Strickland
- b. 800 phone call volume report – R. Strickland
- c. Sales Tax and Lodging Tax reports – R. Strickland
- d. Public Relations – J. Chaney for B. Buehler

9:00 AM VI. **Updates**

- a. Marketing Committee – June 6 meeting – J. Fonken
- b. Reservations/Lodging – no report; next meeting June 24<sup>th</sup>
- c. Chamber
- d. CBMR

9:20 AM V. Additional items \_\_\_\_\_ AM Meeting adjourned