Gunnison County
COLORADO

Gunnison County Board of County Commissioners
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April 15, 2014

Gunnison-Crested Butte Tourism Association Executive Committee and Board of Directors
Gunnison Country Chamber of Commerce Board of Directors and Executive Director
Crested Butte-Mt. Crested Butte Chamber of Commerce Board of Directors and Executive Director

Dear All,

This letter is in response to the letter written to Commissioner Swenson from the Gunnison-Crested Butte Tourism Association Board of Directors (TA) dated April 2, 2014, regarding the dialogue between the Chambers and the TA regarding roles, responsibilities, relationships and funding.

The TA believes that it would be most beneficial to engage a professional facilitator to maximize the effectiveness of the discussions. The Board of County Commissioners are in complete agreement and are actually wanting to take these efforts a few steps further. A facilitator could and would assist in resolving the issues that are currently facing the various organizations. However, these issues date back to before any of us were serving in our various roles and stem from not having accountable documentation.

Since the inception of the first lodging tax we, the Board of County Commissioners, have been funding efforts and contracting for marketing services in a variety of manners. Whether it was through the Chambers facilitating the Lodging Tax Panel or with the TA, we have allocated tax dollars for these efforts, without having clear and concise roles and responsibilities defined. Looking over the documentation that spans more than 20 years, it appears that there were certain intents and assumptions made, however, there has never been a clear and concise determination of expectations from the Board of County Commissioners or Local Marketing District (LMD) to our contracted entities.

The Board of County Commissioners, acting as the LMD, will engage Managing Results LLC, principals Marty and Marv Weidner, to facilitate the future discussions between and among the Chambers and TA. Additionally, they will be outlining performance measures, relationship structures, assessing funding, and finalizing a strategic plan for us all to use into the future.

Being the sole contractor for services with the TA and a significant contractor with both Chambers, the outcomes of these efforts will inform us in our discussions of contracts for services in 2015 and subsequent years with all of you. We believe that investing these funds for this facilitation and performance measures in a worthy investment in our investments. Our investments being all of your organizations.

Thank you for your continued engagement in these very important conversations. You will be contacted by Assistant County Manager for Economic and Community Development Russ Forrest to develop a schedule for the facilitated meetings.

Sincerely,

Paula Swenson, Chairperson | Phil Chamberland, Commissioner | Jonathan Houck, Commissioner

200 East Virginia Avenue · Gunnison, CO 81230

Gunnison Crested Butte
TOURISM ASSOCIATION
COLORADO – PURE & SIMPLE

Received
County Adminstration
4/11/2014
CC: BOCC
M. Birnie

April 2, 2014

Commissioner Paula Swenson
Gunnison County Board of County Commissioners
200 E. Virginia, Suite 104
Gunnison, CO 81230

Dear Paula,

Following the January Gunnison Country Board of Directors meeting, chamber board member Jacob Callicutt was asked to coordinate a meeting between the chambers of commerce and the tourism association to discuss Visitor Information Center operations, growth strategy and (past & present) funding. We appreciate your willingness to provide an historic overview at the first meeting.

At that time, GCBTA expressed an interest in engaging a third party facilitator to help guide discussion at future meetings. We believe that hiring an impartial facilitator who has no affiliation with any of the chambers, GCBTA, local or county governments will offer a neutral perspective, help to ease tensions, ensure that participants feel heard and are part of the process and, perhaps most importantly, that the agreed goals of the meetings are achieved.

A professional facilitator will help to maximize the effectiveness of these discussions, define the desired outcome, set goals and keep us all on track. GCBTA made a preliminary inquiry to the Community Foundation of the Gunnison Valley about available facilitators and they have made several recommendations. If agreeable with all parties to this discussion, GCBTA will proceed to gather information about available consulting services and related costs.

Thank you again for sharing historic information about the chambers/GCTBA and for kick-starting this important conversation. We are committed to working with the chamber Visitor Information Centers to open the lines that better communication to serve our hospitality business community and the traveling public.

Yours very truly,

Jim McDonald, President
GUNNISON-CRESTED BUTTE TOURISM ASSOCIATION BOARD OF DIRECTORS

Jacob Callicutt, Vice President

Jen Bickford, Secretary