AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

AgendaTitle:
Ratification of Correspondence; Gunnison Crested Butte Tourism Association Restructuring

Action Requested:

Parties to the Agreement:

Term Begins: **Term Ends:** **Grant Contract #:**

Summary:
The attached letter was distributed on 12/10/14, per the Board's request.

Fiscal Impact:

Submitted by: Katherine Haase **Submitter's Email Address:** khaase@gunnisoncounty.org

Finance Review: ○ Required ● Not Required

Comments:

Reviewed by: Discharge Date:

County Attorney Review: ○ Required ● Not Required

Comments:

Reviewed by: Discharge Date: Certificate of Insurance Required

Yes ○ No ○

County Manager Review:

Comments:

Reviewed by: GUNCOUNTY1\mbirnie Discharge Date: 12/11/2014

● Consent Agenda ○ Regular Agenda ○ Worksession Time Allotted:

Agenda Date: 12/16/2014 Follow Up Agenda Date:

Revised April 2013

Gunnison County
COLORADO

Gunnison County Board of County Commissioners
Phone: (970) 641–0248 • Fax: (970) 641–3061
Email: bocc@gunnisoncounty.org • www.GunnisonCounty.org

December 10, 2014

Dear Mayors, Council members and Managers,

I am pleased to inform you that the County is concluding discussions with the Gunnison Crested Butte Tourism Association (TA) with regard to restructuring the Board and amending their bylaws. The key components of these changes include:

- Changing the TA bylaws so that the qualifications to be on the board are skill based versus requiring membership in a chamber of commerce.
- Charging the TA with marketing the valley as a whole and providing an annual business plan and proposed budget to the Local Marketing District (which will remain the Board of County Commissioners) which will articulate clear results and a metric for measuring those results.
- Encouraging integration and collaboration with marketing stakeholders in the development of the annual business plan including but not limited to: municipalities, chambers of commerce, event promoters, and large employers.
- The proposed bylaws also include creating a financial policy to help ensure the highest standards for financial transparency and fiscal management.
- The number of board members will change from 11 to 7 with standing seats for Western State Colorado University and Crested Butte Mountain Resort (CBMR). In addition, the advisory committee and executive board would be eliminated. The goal of this restructuring is to have 7 highly motivated, engaged marketing and tourism professionals developing strategy and tactics for marketing our valley. Five board members would be appointed to the TA Board utilizing the following criteria:
    a. Resident or property owner of Gunnison County, and
    b. Have significant marketing experience that can be applied to tourism marketing, or
    c. Have current or past business experience providing services to visitors in Gunnison County as a senior decision maker, and
    d. View the County as one interdependent and interconnected economic system.

At the December 9th Local Marketing District meeting, the LMD and TA agreed to include in the Bylaws a selection process for new TA board members which would include a representative from Mount Crested Butte, Crested Butte, and the City of Gunnison. The representative could be a council member, staff member, or community member. We would encourage that the representatives have knowledge regarding marketing and tourism. The specific role of the representative would be to join the Local Marketing District members and one existing member of the TA board to appoint new TA Board members.

We are sending this letter to request that the Council appoint an individual to the selection committee by January 15, 2015. We anticipate this committee would only meet when there is a vacancy on the TA Board. To help ensure a smooth transition to the new Board Structure we will be seating the new TA Board in February of 2015. We would like to forward applications for board positons to the selection committee in January. Please email Russell Forrest at rforrest@gunnisoncounty.org to inform us of your representative for the selection committee at your soonest possible convenience. We will also forward the final By-laws and candidate applications to the selected representatives from each municipality in January of 2015. Please call me if you have any questions regarding this request.

Thank you for your consideration and cooperation in this matter.

Sincerely,

Paula Swenson, Chairperson
Board of County Commissioners & Local Marketing District