



# MINUTES

## January 30, 2009

### Mountain Village

The meeting was called to order by CAST President Joyce Burford at 8:15.

Introductions were made.

The minutes from October were approved unanimously.

Bob Delves, Mountain Village Mayor, welcomed CAST to Mountain Village and gave a brief overview of the Town and its history. The free gondola is primarily used by commuters and cost \$3.5 million/year to operate which works out to about \$2 per ride. The Town is funded 40% through property tax, 30% from building activities and 30% from sales tax. They are in the process of completing the Town's first Comprehensive Plan.

Stu Fraser, Telluride Mayor, and David Allen gave an update on the plastic bag challenge. The previous challenge between Mountain Village, Telluride and Aspen saved 140,000 bags over three months. With 25 CAST members participating, an estimated 3.8 million bags will be saved over the five months of the contest.

The contest starts March 1<sup>st</sup> and ends September 1<sup>st</sup> and is called the 2009 CAST Reusable Bag Challenge. Each town has a local organizer working with the communities grocery stores. The winner will be determined on a per capita basis and Alpine Bank has agreed to fund a \$5000 prize for the winner to go toward a solar panel installation.

Susan Beraza, a Telluride filmmaker, has agreed to produce two video spots that all of the towns could use for \$5000. A motion was made and passed unanimously to fund the videos.

Dave Riley, Telluride Ski & Golf CEO, presented an overview of the Telluride ski area and an assessment of the current ski season. The resort decided to evaluate who were their current customers and who they would like their future customers to be. Telluride does not want to be all things to all people. Their demographic is more affluent than the average ski area and he said that they are "proud of the \$96 lift ticket." They are not targeting the cost-conscious consumer.

Telluride's brand is "Unmatched in North America" and there is brand alignment between the two towns, the chamber and the ski area. 47% of those surveyed said they come to Telluride via "word of mouth." The resort wants to over-promise and over-deliver. To accomplish that goal, they conduct "relentless" staff training.

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For the 2008-2009 ski season, the Town of Telluride is down about 10%, Mountain Village is even and the resort is “somewhere in between.” Increased air service and new terrain have helped maintain the skier numbers. The Prospect Bowl expansion took 7 years for the EIS and 2 years for construction.

Kim McNulty, Director of the Colorado Tourism Office gave an overview of the CTO. Since the increased funding from the legislature, the CTO has expanded their marketing nationwide and year-round. Colorado has 143,000 jobs directly related to tourism. Tax revenue from tourism is equal to \$157 per Colorado resident. Tourism generates \$13 in tax revenue for every \$1 spent on marketing.

Colorado suffered a 30% loss in market share from 1993 to 1998 when the State did not fund marketing which equates to \$2 billion in lost spending. In 2000, the CTO started with \$5 million in funding from the legislature which jumped to \$20 million in 2006. The Governor has proposed cutting that to \$10 million in the current budget crunch.

The current program focuses on Colorado being affordable and accessible by air. 30% of the media budget goes to online efforts, 45% to television, and 9% to radio. The CTO has a My Space page. In January they did a “Big Snow” push to capitalize on the great ski conditions and they do focus city blitzes. They target six international markets: United Kingdom, Germany, France, Mexico, Canada and Japan.

The CTO is part of the Department of Economic Development. When asked about the proposed budget cuts, Kim responded that she works for the executive branch and supports whatever is proposed. A motion was made and seconded to oppose any reduction in the State tourism budget. It passed unanimously.

John Almy, U.S. Forest Service Hydrologist, came to talk about forests and water. There are 155 National Forests covering 193 million acres and 400,000 stream miles. The forests contain 20% of the nation’s water supply. Of the 11 western states, the forests cover 19% of the area and 57% of the water.

The Forest Service’s emphasis for water is on resource protection, conservation, public awareness and water rights. The National Forests are the “water towers” of the west. Much of the land above 9000 feet is in National Forests. The Forest Service focuses on source water management. They are concerned about risks to watersheds and sometimes have issues with municipalities’ watershed ordinances.

Historically, there was much precious metals mining in the forests and the Forest Service is always watching for contamination from these sources. High selenium levels are also an issue with many waterways.

The challenges facing the Forest Service’s water stewardship include: travel routes in the forests, mineral development, dispersed recreation, water development and diversions, wildfires, and the effects of climate change including earlier snowmelt, decreased snowpack, earlier and smaller peak flows, larger winter flows and smaller summer flows.

Motions were made and seconded to support the FASTER transportation bill and the rent control bill and both passed unanimously.