

Colorado Association of Ski Towns

January 25, 2013

Telluride

Meeting Minutes

The following were in attendance:

Steve Skadron	Aspen	Jason Wells	Silverton
Virginia Egger	Avon	Russ Forrest	Snowmass Village
Jacque Whitsitt	Basalt	Deb Hinsvark	Steamboat Springs
Mike Scanlon	Basalt	Sonja Macys	Steamboat Springs
Tim Gagen	Breckenridge	Ann Brady	Telluride
John Warner	Breckenridge	Bob Saunders	Telluride
Aaron Huckstep	Crested Butte	Greg Clifton	Telluride
Peggy Smith	Fraser	Kristen Permakoff	Telluride
Bill Efting	Frisco	Stu Fraser	Telluride
Gary Wilkinson	Frisco	Stan Zemler	Vail
Matthew Birnie	Gunnison County	Drew Nelson	Winter Park
Bob Lenz	Jackson, WY	Jim Myers	Winter Park
Dan Jansen	Mountain Village	Kevin Batchelder	Silverthorne
John Howe	Mountain Village	Lynn Beck	Telluride
Joe Fitzpatrick	Mt. Crested Butte	Ann Morganthaler	Ouray
William Buck	Mt. Crested Butte	Patrick Rondinelli	Ouray
John Ferguson	Ouray		

The meeting was called to order by President Stuart Fraser at 8:10 am.

Approval of Minutes

There was a motion and a second to approve the October 2012 meeting minutes, which was passed unanimously.

Greg Clifton, Telluride Town Manager

Greg Clifton welcomed the group and did a brief presentation on how they've improved their main street corridor. Put together a Main Street Task Force to come up with ideas, and borrowed ideas that have worked elsewhere. On-street bicycle parking, more ashtrays, trash and recycle bins, international flags, enhanced restroom signs, bonfire pits and added planter boxes down the center of main street are all improvements they've added. Greg also told us about the progress they've made on the Pandora Water Treatment Plant Project, which will augment Telluride's water supply significantly. They expect the treatment plant to be completed in 2013 and activated in 2014.

Michael Martelon - President & CEO, Telluride Tourism Board

Michael presented on two subjects: Muni Revs and Data Analytics. Muni Revs tracks where revenue come from and tries to even out their summer revenue flows with a revenue strategy. Their Blues and Brews festival is one example of an event that attempts to do this. They can measure the economic impact of this event and others, and also search their database and compare one event to another. Their events

have been so successful that 2012 overtook winter in terms of revenue. Participation from businesses is key and owners have the ability to report on their sales tax form. They have about 40-45% of business reporting. For Data Analytics, the Telluride Tourism Board works with IXI Services out of McLean, VA. They enable their clients to differentiate and target consumer households and target markets based on proprietary measures of wealth, income, spending capacity, and media consumption habits. This helps Telluride determine where their guests are coming from. They're finding that summer and winter are the same people.

Greg Williams - Partner, Backbone Media

Backbone is a public relations, media and social media agency that works with some of the best lifestyle brands in the world. What is ROI and how do we know it's working? Digital media can provide a tremendous amount of data for this purpose. Greg focused on 5 areas: 1. Social media is the future and it's free. Provides guests a platform to brag and share their trips. Huge word of mouth. Has to start with content, are you adding value to people's lives. 2. Do something no other resort has done. What makes you unique? Test, learn, optimize. 3. All that matters is heads in beds. Are you telling the right message in your awareness campaigns? Digital user flow: attract, educate, engage, convert. 4. It's too crowded in the summer, we need people in the shoulder season. Google trends is a great tool. Search database of intentions and deploy your media at the right time with the right message. 5. How do you know your advertising is working? Do a thorough ROI analysis. Don't be afraid to try new things, and let data be your measuring stick.

Melanie Rees - Rees Consulting

Melanie presented on the impacts of the economy on affordable ownership and renting from 2008-2012. The marketing went south in 2009 and vacancies jumped. Rents dropped 20%-25% in two years. Seasonal units were especially hit hard. Signs of recovery began in 2011-2012. Vacancies are way down and rents are now rising. The millennial generation is less interested buying because of economic uncertainty, loss of income and inability to qualify for mortgages. They're also not interested in older condos nor deed restrictions. Projects are need now with a about 3-year process. Construction will accelerate demand. What works: Location, well-designed homes, sensible mortgage and massaging the market.

Lance McDonald - Program Director, Town of Telluride

Lance discussed the importance of affordable housing in Telluride. It is critical to retaining a sense of community in the region; it reduces energy consumption and costs by reducing commuting; establishes development patterns supportive of public transportation; provides benefits to employees and sense of well being. As of 2011, 1122 deed-restricted housing units in San Miguel County, providing housing to approximately 32% of the County's population. Within the Telluride Region, approximately 50% of all residents live in deed-restricted housing. Gold Run in Telluride is a joint project between Telluride and County. The total project budget is \$6.7 million with 18 units and child early education and childcare. Three design/build teams ensured architectural variety and greater involvement by local work force. 95%+ efficient heating systems; in floor heat. Town's focus is on protecting the pricing and continued affordability of their housing, not necessarily on protecting the lender.

The meeting was adjourned at 11:55am.