



COLORADO FLIGHTS
ALLIANCE

Board Meeting – May 25, 2017, 11 a.m.
Cosmo Wine Cellar
Telluride, Colorado

Agenda

1. Call to Order and Approval of January 26, 2016, and March 23, 2017, Meeting Minutes (5 minutes)
 2. New Business, Announcements & Public Discussion (10 minutes)
 3. Board & Organization (15 minutes)
 - a. Financials
 - b. Economic Study & Planning Study
 4. Airports Update (15 minutes)
 - a. TEX
 - b. MTJ
 5. Flight Performance (10 min)
 - a. Summer 17
 6. Planning (15 min)
 - a. Winter 2017-18
 7. Executive Session (45 min)
 - a. Proprietary Airline and Financial Information
 8. Vote on items from Executive Session (5 min)
 9. Adjourn Meeting
- Conference Call information: Phone: 800-977-8002 Code: 23361542#
 - For screen share, invite email will be sent at time of meeting

**Colorado Flights Alliance
Board Meeting – January 26, 2017
Cosmopolitan Wine Cellar
Telluride, Colorado**

Meeting Minutes

Board Members Present: Dirk de Pagter, Todd Brown, Joan May, Dan Jansen, Steve Togni, Bill Jensen, Bob Delves

Board Members and Public Present via Telephone: Lloyd Arnold, Judy Ann Files

Staff and Public Present: Matt Skinner, Michael Martelon, Ben Kalman

Call to Order: Dirk de Pagter called the meeting of the Colorado Flights Alliance board of directors to order at 11:10 AM.

- 1. Approval of November 18, 2016 Minutes:** There were no comments on the meeting minutes. Todd Brown motioned for approval. Dan Jansen seconded that motion. Minutes approved unanimously.
- 2. New Business, Announcements & Public Discussions:** There was no new business. There were no announcements. There was no public discussion.
- 3. Board and Organization:**
 - a. Financials:* Matt Skinner reviewed year-to-date financial statements dated November 30, 2016. Matt Skinner and the board of directors discussed voluntary contributions.
 - b. Economic Study:* An RFP for the economic study has been released. All RFP responses are due on February 10, 2017. A vendor will be selected February 17, 2017 with the study beginning in March. A deliverable for the study should be prepared in the fall.
- 4. Airports Update:**
 - a. TEX:*
 - i. Schedule:* Matt Skinner reviewed Great Lakes schedules for the winter, spring and summer seasons.
 - ii. Upgrades:* Matt Skinner reviewed the plans to upgrade to the general aviation and commercial terminals.
 - iii. Approach:* The C-class approach has been approved. Matt Skinner will review the approval to ensure that the carriers can test aircraft.
 - b. MTJ:* Lloyd Arnold reviewed the improvements to the commercial apron. The improvements to the baggage claim are expected to be completed by February 7, 2017. MTJ will begin working on a plan for terminal and parking lot expansion, including a new backup generator for the terminal.

5. Executive Session: Dan Jansen motioned to go into Executive Session at 11:29 AM. Todd Brown seconded that motion. The motion to go into Executive Session was approved unanimously. Dirk de Pagter motioned to come out of Executive Session at 12:54 PM.

6. Meeting Adjourned: Bill Jensen motioned to adjourn the meeting at 12:54 PM. Dan Jansen seconded that motion. The motion to adjourn the meeting was approved unanimously.

Telluride Tourism Board and Colorado Flights Alliance
Meeting of the Board of Directors
Thursday, March 23, 2017
Madeline Hotel and Residences

Board Members Present: Dirk de Pagter (CFA), Todd Brown (CFA), Bill Jensen (CFA), Judy Ann Files (CFA), Joan May (CFA), Dan Jansen (CFA), Frank Ruggeri (TTB), Kevin Jones (TTB), Albert Roer (TTB), Greg Pack (TTB), Penelope Gleason (TTB)

Staff and Public Present: Matt Skinner, Michael Martelon, Ben Kalman, Steve Swenson, Julie Hemann, Bas Aufman

Board Members Absent: Lloyd Arnold (CFA), Steve Togni (CFA), Bob Delves (CFA, TTB), Richard Cornelius (TTB)

The meeting of the Colorado Flights Alliance and Telluride Tourism Board boards of directors was called to order at 3:12 PM.

1. Winter Flight Review: Matt Skinner reviewed flight performance for the winter seasons 2013-2014 through 2016-2017. Matt Skinner reviewed the growth and load factor for guaranteed flights, with 1- and 3-year comparisons. Matt Skinner reviewed the maximum cap of revenue guarantees.
2. Summer Flight 2017: Matt Skinner presented the summer flights map. Matt Skinner reviewed flight capacity for the summer seasons 2012 through 2017.
3. Annual Growth Review: Matt Skinner reviewed the annual growth in passengers, seats and all sales taxes. Matt Skinner presented the 5-year seat growth of Telluride's competitive set.
4. CFA Marketing Support: Matt Skinner presented a graph showing the 2016 portions of marketing and public relations expenses for both Colorado Flights Alliance and Telluride Tourism Board. The boards of directors and public discussed the aggregate marketing expenditure for the Telluride destination.
5. Legacy Flights: Matt Skinner reviewed weekly sales of all legacy flights for the 2016-2017 winter season. Matt Skinner discussed the effect of the holiday season on timing of sales and occupancy.
6. 2017-2018 Winter Flight Targets: Colorado Flights Alliance will take a more conservative approach with revenue guarantees for the 2017-2018 winter season. Matt Skinner reviewed the status of the C-class approach at TEX. Matt Skinner presented targets for the DFW, ATL, SFO, PHX, ORD, SAN and TEX flights. The boards of directors discussed all Allegiant flights.
7. Winter Marketing Plan Review: Michael Martelon reviewed channels and direct markets for the 2016-2017 winter marketing campaign. Michael Martelon reviewed social media cohorts by market. Michael Martelon also reviewed skier and snowboarder overlay by channel and direct market.
8. Marketing Creative: Michael Martelon reviewed the print media creative for the 2016-2017 winter marketing campaign.
9. Marketing Creative Matrix: Michael Martelon discussed weekly meetings between the marketing agency, Colorado Flights Alliance and Telluride Tourism Board. Michael Martelon described the media plan and spending based on sales by market.

10. Media Metrics: Michael Martelon reviewed weekly impressions and click-through-rate by direct market. Michael Martelon reviewed conversion and inspiration campaigns. Michael Martelon reviewed the impressions and click-through-rate for each campaign by week.
11. Occupancy Metrics: Michael Martelon discussed inventory of managed properties. Michael Martelon reviewed the occupancy of managed properties from 2013 through 2017 for December and February.
12. Population Metrics: Michael Martelon presented population from 2015 through 2017. Michael Martelon presented a graph of gondola traffic, hotbed visitors and total population.
13. Visitor Center Metrics: Michael Martelon reviewed Visitor Center traffic for hours of operation, day of the week, and month for the winter season.
14. Skier Visits: Michael Martelon presented a 3-year graph of skier visits.
15. Tax Revenue Metrics: Michael Martelon reviewed total lodging tax revenue in Telluride and Mountain Village. Michael Martelon reviewed year-over-year market performance of hotel, property management and grey market inventory.
16. Competitive Set Tax Matrix: Michael Martelon reviewed 2016 sales tax revenue by destination. Michael Martelon reviewed the sales tax revenue growth from 2012 to 2016.
17. Summer 2017: Michael Martelon gave a preview of the channels for print media. Michael Martelon presented a three-minute video titled, "Summer Anthem." Michael Martelon also presented 15-second versions for social, family, high-octane and festivals.
18. Broadcast Productions: The Grand Tour will film an episode on the ski mountain in April. The episode will air in October. Top Chef will be set in Colorado next year and will film in Telluride.
19. Board of Directors: Michael Martelon presented a current roster of the Telluride Tourism Board directors.

The meeting of the Colorado Flights Alliance board of directors and the meeting of the Telluride Tourism Board board of directors was adjourned at 4:36 PM.