



**Board Meeting – June 8, 2023, 11 a.m.**

**AH HAA Building 3<sup>rd</sup> Floor**

**155 W Pacific Ave**

[Click Here to Join Zoom Meeting](#)

Password: Columbia

**Agenda**

1. Call to Order and Approval of March 30, 2023, Meeting Minutes (5 min)
  - a. New Business, Announcements and Public Discussion
2. Airports Update (15 minutes)
  - a. TEX
  - b. MTJ
3. Board & Organization (10 minutes)
  - a. April 2023 Financials
4. Marketing (15 min)
  - a. Spring & Summer Campaigns
5. Flight Performance & Planning (25 min)
  - a. Summer 23
  - b. Winter 23-24
6. Executive Session (35 min)
  - a. Proprietary Organization, Personnel, Financial & Airline Information
7. Adjourn Meeting

Join Zoom Meeting

<https://us02web.zoom.us/j/9337470565?pwd=dFR1dFpXMzBuY09aU0RnVlpEaDJHUT09>

Meeting ID: 933 747 0565

Passcode: Columbia

One tap mobile

+16699009128,,9337470565#,,,,,0#,,53484851# US (San Jose)

Dial by your location

+1 669 900 9128 US (San Jose)

Meeting ID: 933 747 0565

Passcode: 53484851

**Colorado Flights Alliance**  
Board Meeting – March 30, 2023, 11 AM  
Ah Haa  
Telluride, CO

**Minutes**

**Board Members Present:** Dirk de Pagter, Meehan Fee, Dan Jansen, Larry Mallard, Kenny Maenpa, Chad Horning, Jack Gilbride, Barbara Bynum

**Board Members Absent:** Lloyd Arnold

**Staff and Public Present:** Matt Skinner, Jean Frankenstein, Steve Swenson

1. Call to Order and approval of the January 2023 meeting Minutes.

- a. The Board voted unanimously to approve the January Minutes.
- b. No new business or Announcements.

**2. Airport Updates**

- a. TEX - Kenny Maenpa gave the following information: This season experienced robust snow removal. While it has affected business, things are moving along. The contracts for design and construction for the new hangar have been approved and are about to be signed. They are also working on a structure to store snow-removal equipment. The hope is to break ground by the fall. The airport reported over 10K in enplanements, which qualifies it for \$1MM annually in entitlement funds for capital improvement. Kenny is hoping to use funds to repave the runway next summer. Work at the quarry probably be ending in the next 3-5 years.
- b. MTJ – Matt Skinner provided a brief update as follows: Glass is in and the elevators and escalators have been installed in the new building. The estimate is that that section of the building will be done in July and baggage claim will move back inside. The plan is for the jet bridges to be in by December.

**3. Marketing**

Matt summarized Winter marketing results, explaining that we will end up around budget. International marketing just started ramping up and is going well, including collaboration with the Tourism Board and Ski Resort. A shoulder campaign will run again in the spring pushing MTJ and TEX for local and regional travelers. For summer marketing, a play hard destination message will blend the air message, similar to the winter campaign. Discussion was had on the collaboration and marketing dollars.

#### **4. Flight Performance & Planning**

- a. Winter bookings have stayed healthy overall but are flat to down compared to last year at this time. The legacy carriers and Southwest passengers are beginning to blend more. Matt talked about his analysis and discussions with Breeze. Alaska is interested in discussing service from this winter.
- b. Summer bookings have started slow but are looking better. Delta will not be able to start ATL service this summer 2023, but are looking at summer 2024.

#### **5. Financials**

As CFA gets further into the fiscal year, real estate contributions are off due to little action in the market. It seems to have hit a wall starting in September of 2022, and an upswing is not anticipated in the coming summer season. Town Retail is only off a little compared to last year at the same time. Lodging occupancy in Town is down by 10% & the Village is up by 10%. Lodgers numbers are holding as ADR is still up. Retail in the Village is down, where restaurant revenue is slightly up. There is good reason for a conservative outlook for the coming season. Overall forecasts are still looking stable for the time being.

#### **6. Executive Session**

Proprietary Organization, Personnel, Financial & Airline information was discussed.

#### **7. Adjourn Meeting**

Dirk DePagter adjourned the meeting.



COLORADO FLIGHTS  
ALLIANCE



## TEX & MTJ UPDATES







# SHOULDER MARKETING



## Spring Regional Campaign

- Targeted 550 Corridor, and up I70 to Glenwood
- Used Google Display, Search and Facebook/Instagram
- Weighted to exposure and then clicks to drive awareness
- Facebook/Insta:
  - 1.7 MM impressions
  - .26% CTR
- Google
  - Display: 1.46 MM impressions, 3.7% CTR
  - Search: 47,000 impressions, 10.17% CTR



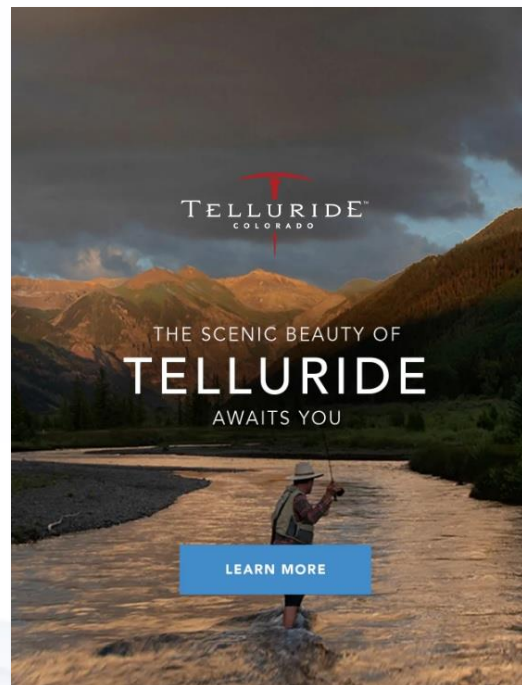
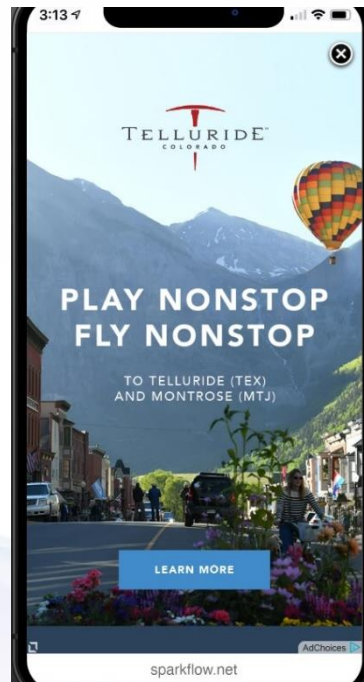
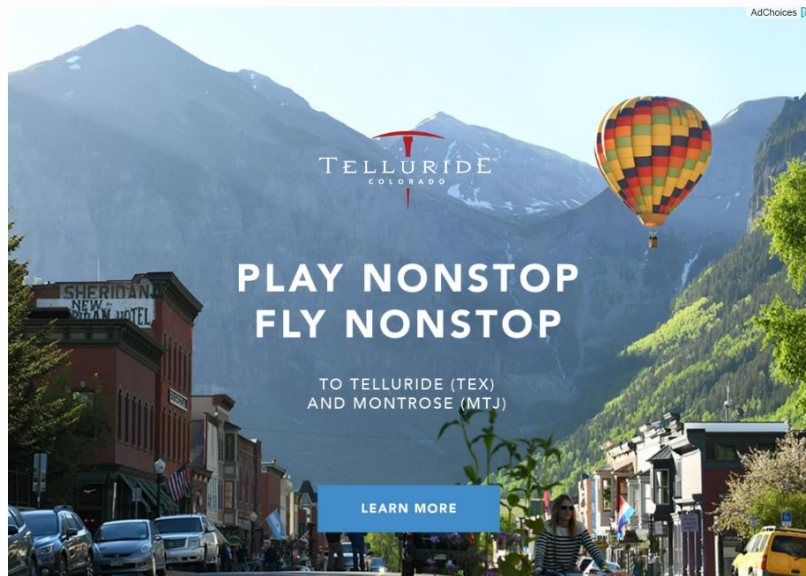
# SUMMER MARKETING

## Primary Targeting

- National (MTJ & TEX messages w Retargeting)
- Phoenix (Denver Air/TEX)
- Dallas
- Chicago
- Houston

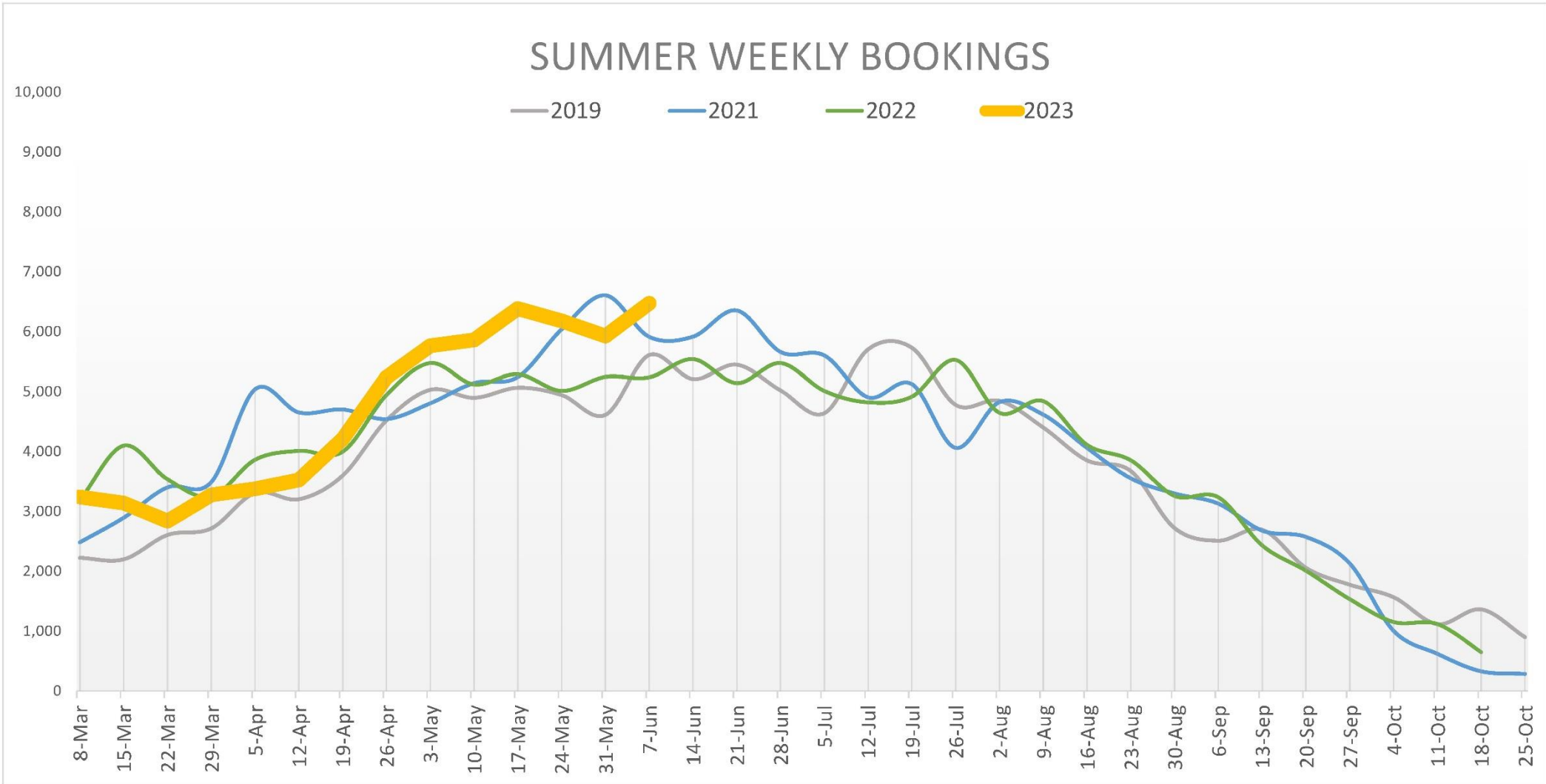


- Early results showing 1.26% CTR
- PHX and Facebook/Insta doing well overall





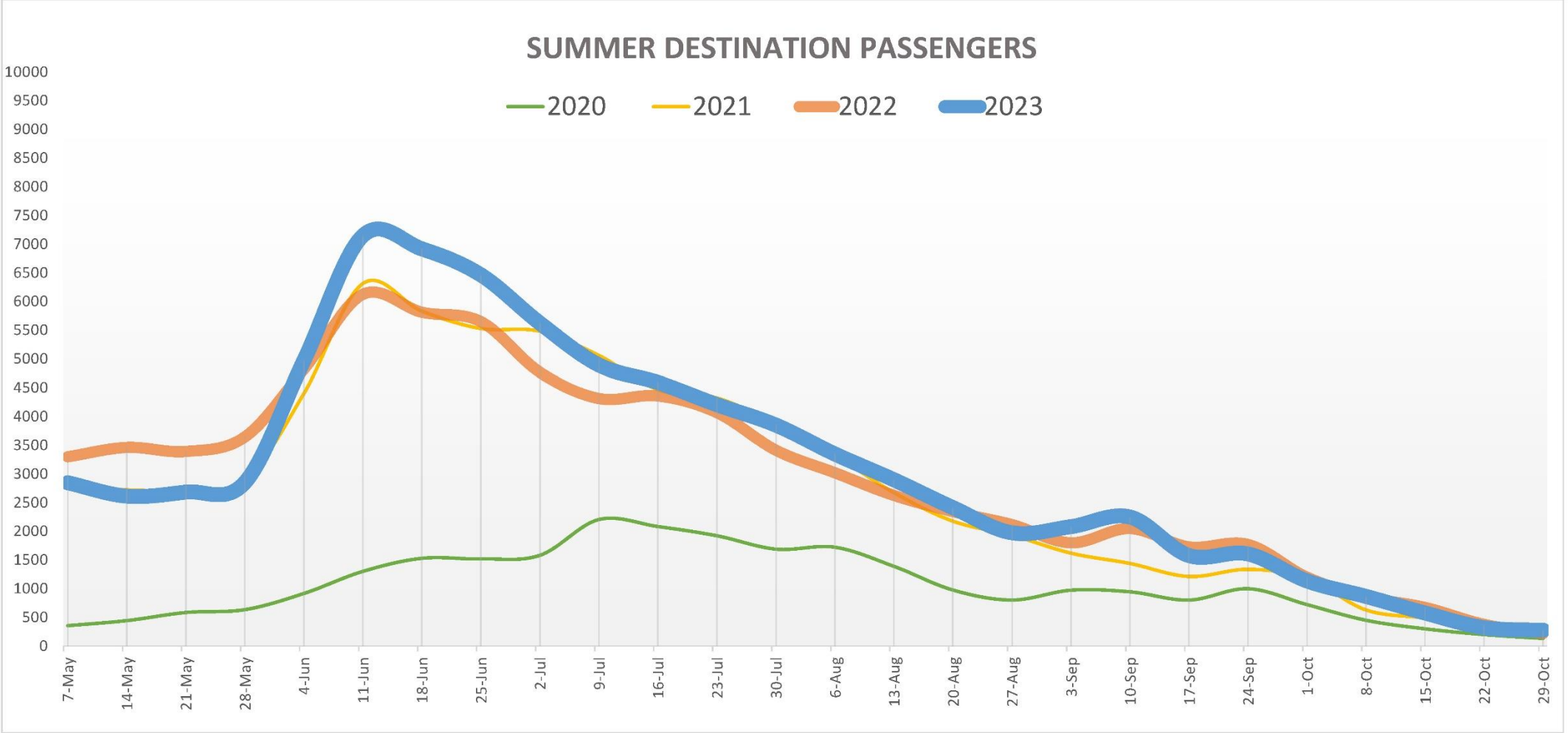
# SUMMER 2022-23







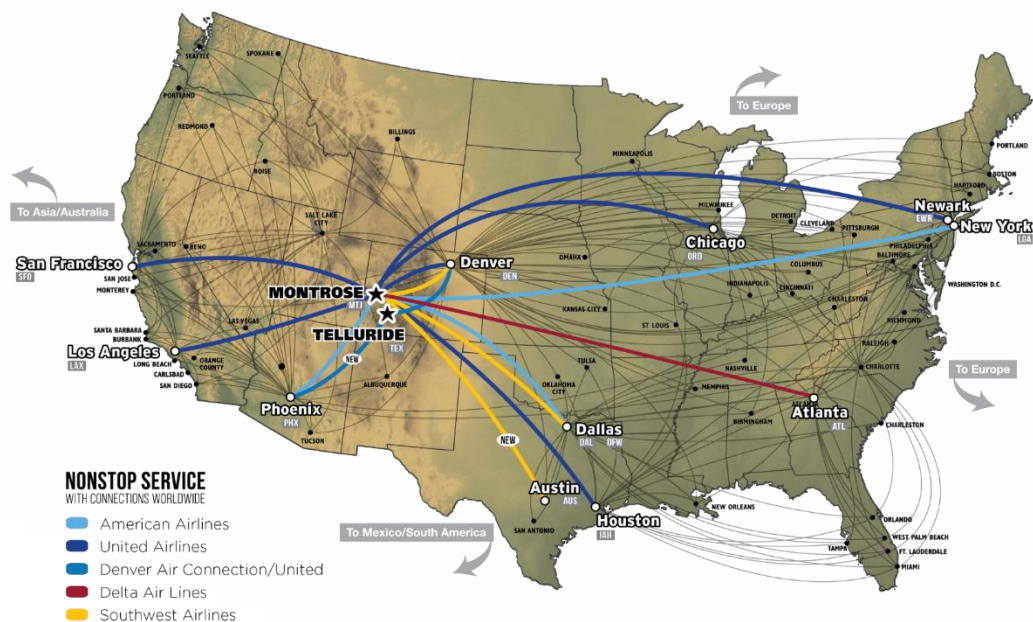
# SUMMER 2022-23





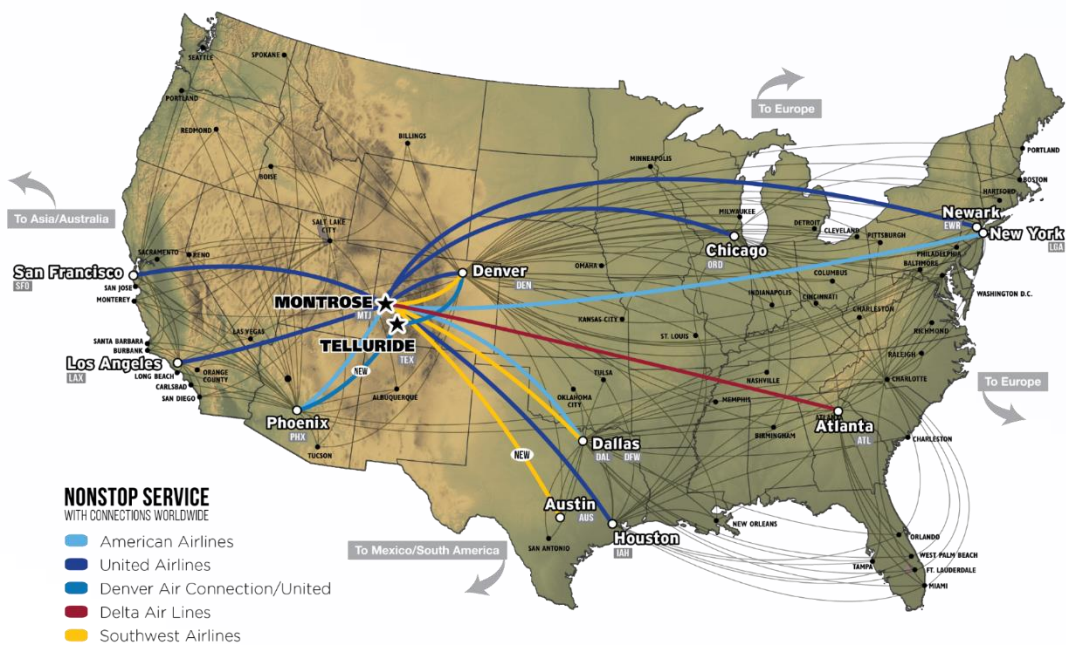
# WINTER 2023-24

- **United**
  - Daily EWR through Winter
  - Mobilize January destination promotion & marketing
- **American**
  - Regional Capacity Limited (Mesa Shift)
  - PHX-MTJ
  - LGA
  - ORD
  - Dallas 2x mainline
- **Delta**
  - Added 75% capacity and ran stronger Load Factor YOY
  - Keeping daily ATL (Summer 24 in consideration)
  - Will look at LAX, SLC for winter 24-25



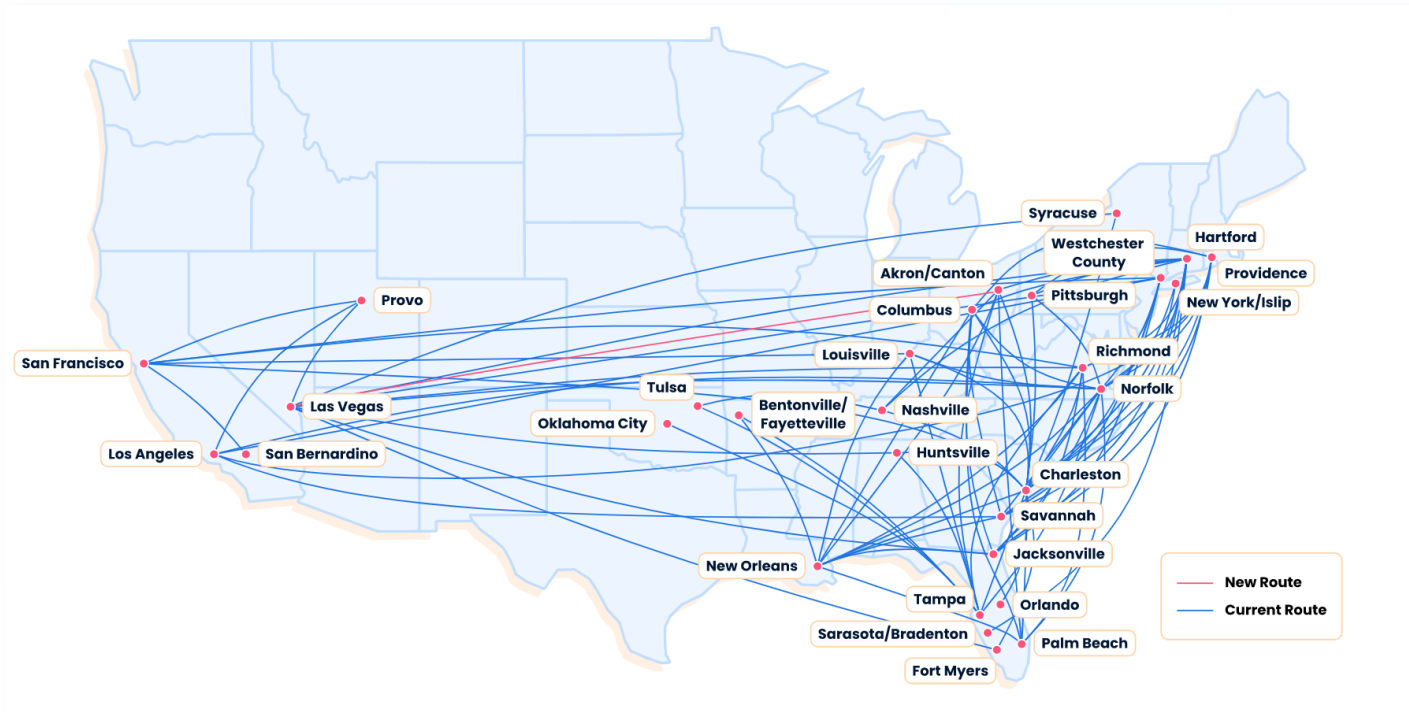


# WINTER 2023-24



- **Southwest**
  - DEN, DAL, AUS
  - PHX, Southern Cal
- **Denver Air**
  - Pilot capacity set to reverse to positive
  - Discussing added DEN and PHX
- **Jumpstart next week**

# WINTER 2023-24



## Breeze

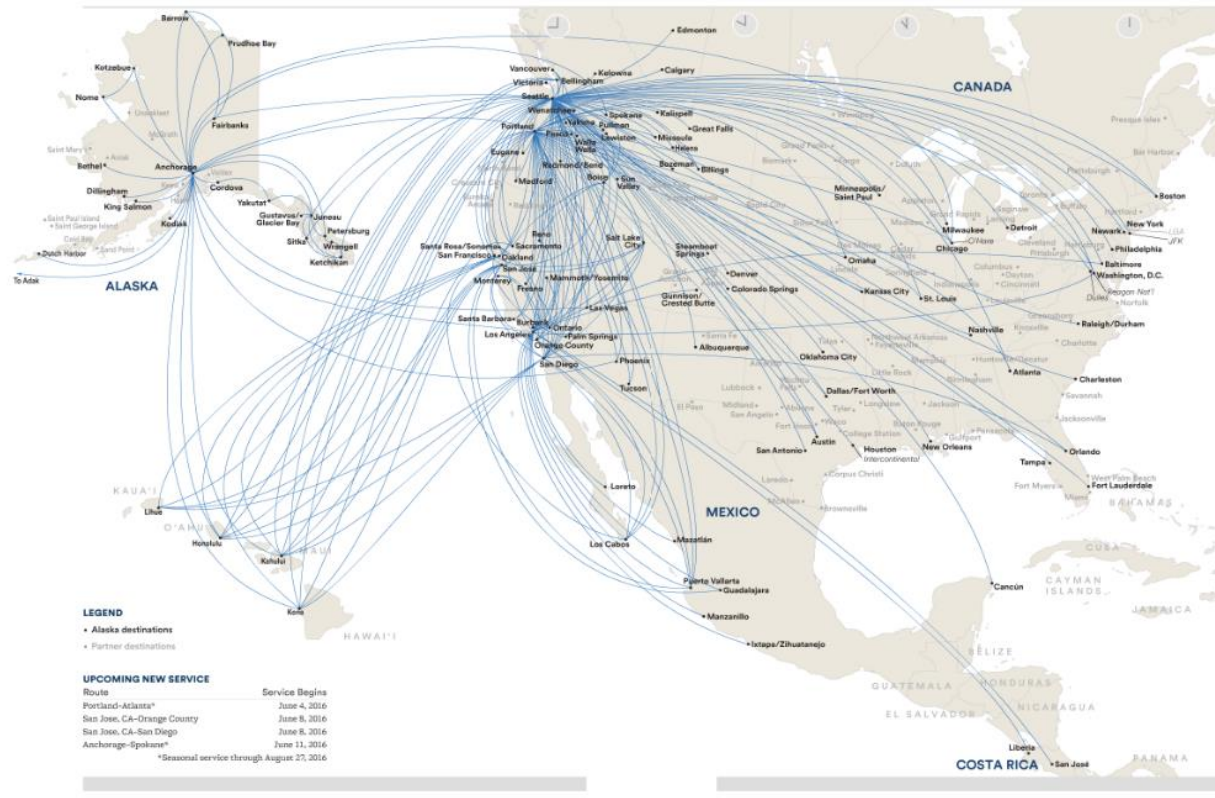
- Fly A220s
  - 137 seats with 36 or 12 First Class
  - Ran Full Analysis for TEX
- Originally Westchester NY (HPN) and SFO
- Looking now at SNA-Orange County and PHX to MTJ
  - 2-7x weekly
  - Individual or Combined Routes



# WINTER 2023-24



Where we fly  
100+ destinations and counting.



*Alaska*  
AIRLINES

- On hold for one more year
- San Diego (SAN) the focus now
- Seattle (SEA) down the road



COLORADO FLIGHTS  
ALLIANCE