



COLORADO FLIGHTS  
ALLIANCE



**Board Meeting – December 7, 2023, 11 a.m.**

**AH HAA SKYDECK**

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# CFA BOARD MEETING Dec. 7, 2023

## AGENDA

### Agenda

1. Call to Order and Approval of October 23, 2023, Meeting Minutes
  - a. New Business, Announcements and Public Discussion
2. Airports Update (15 min)
  - a. TEX
  - b. MTJ
3. Marketing (10 min)
  - a. Winter Campaign
  - b. Regional Campaign
4. Board & Organization (20 min)
  - a. Board Members
  - b. 2024 Calendar
5. Flight Performance & Planning (15 min)
  - a. Winter 23-24
  - b. Summer 24
6. Financials (10 min)
  - a. October 2023
7. Executive Session (20 min)
  - a. Proprietary Organization, Personnel, Financial & Airline Information
8. Adjourn Meeting

**Colorado Flights Alliance  
Board Meeting – October 23, 2023, 11 AM  
Cosmopolitan Restaurant  
Telluride, CO**

**Minutes**

**Board Members Present:** Dirk De Pagter, Larry Mallard, Dan Jansen, Chad Horning, Jack Gilbride, Kenny Maenpa

**Board Members Absent:** Meehan Fee, Barbara Bynum, Lloyd Arnold

**Staff and Public Present:** Matt Skinner, Bill Bell

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

- a. The Board voted unanimously to approve the August Minutes.
- b. No New Business. For Announcements: Matt updated the board on the Merchant Pass sales, saying they were going strong, and the price had only increased by \$50 from last year's price. He then thanked Chad and the ski resort for this.

**2. Airport Updates**

- a. TEX – Matt gave the update. He said things are going well and the new hangar building is moving along through design, with no exact date yet for groundbreaking.
- b. MTJ – Matt gave the update, saying the opening ceremony went well with good attendance. The feedback has been great, and people are happy. Everyone is looking forward to the opening of the gates. This will make things run much smoother. Bill, the Montrose City Manager, said the temporary traffic light should be working soon, adding that CDOT had granted approval of a permanent traffic light that will go closer to where the roads match up. He then said that Lloyd told the Montrose Board that the gates should be operational in early December.

**3. Marketing**

- a. Winter marketing is going well. After much collaboration with the Tourism Board the pitch this year is “Winter Magic, Where Mountains Meet the Sky”. Matt presented the Board with various ads that will be used. At this time Mountain Village, the Resort, the Tourism Board and Colorado Flights Alliance are running and coordinating marketing. Discussion was had on the funding, distribution etc. Dan brought up Mountain Village specifically, saying with the new board and the positive results being experienced, they will most likely continue to help with the marketing efforts.
- b. Shoulder marketing is moving away from just seasonal efforts. The goal is to get a more year-round messaging campaign going for the regional market, especially as other areas are

ramping up their efforts. A side discussion covered Grand Junction's new larger runway to be completed in 2030. Bill mentioned that Montrose can pay directly for marketing the area on billboards and radio spots, and said he would like to talk with Matt about this. Discussion then moved to fares and the two flyer websites programs CFA is using to provide fare information that are run by Scott Stewart. The website needs to be rebuilt and CFA's contractor (noting for the record is Matt's brother) has worked on exactly this for a town in New Mexico. It will basically be a better and cheaper product for CFA. Matt explained how it will work and why it's beneficial to people looking for fares to Telluride/Montrose. The board said to go ahead with the shift to the new website. While a shift in the program, Scott will continue to do what he does with the fare analysis,

- c. Summer Marketing is finishing about eight points up from last year. Bookings went soft in the early fall, but picked up again in late October. Overall, the numbers are good and tracking slightly ahead of last year. We are on track to hit 10,000 enplanements at TEX, which triggers \$1M for monies that can go towards airport improvement.

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

- a. Winter: From their earnings call, American is not in expansion mode. The airline cut Saturday LaGuardia flights to Montrose, Jackson and Eagle, per previous schedule discussions. They will fly their winter schedule through April 7<sup>th</sup>. Other airlines have been approached to serve LGA and PHX. United will fly daily flights from Denver, Newark, Chicago and Houston. They will maintain their LAX and SFO flights 2-3 times each week. Matt will monitor and adjust San Francisco as needed., They have been slow to recover from COVID compared to most metropolitan areas. Southwest will have one daily flight between Dallas and Montrose this year compared to Saturdays only in the past. They will drop one DEN flight down to two from three. It should provide better performance. They will fly once daily out of Austin in March. Service will go through April 7<sup>th</sup>. Delta will also fly through April 7<sup>th</sup> on a daily flight from ATL. Matt then talked to the board about new planes being flown and how they may make flights into TEX more feasible. At this time, we are 5% behind compared to last year.

#### **5. Financials**

- a. A review of the August financials and proposed 2023-24 budget was discussed and then moved into executive session.

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

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

## **7. Action Items Following Executive Session**

- a. Dirk made a motion to approve the Audit, which received a second and it was unanimously approved.
- b. Dirk then made a motion to approve the 2023-24 budget. Chad made the second and it was unanimously approved.

## **8. Adjourn Meeting**

- a. Dirk DePagter adjourned the meeting.

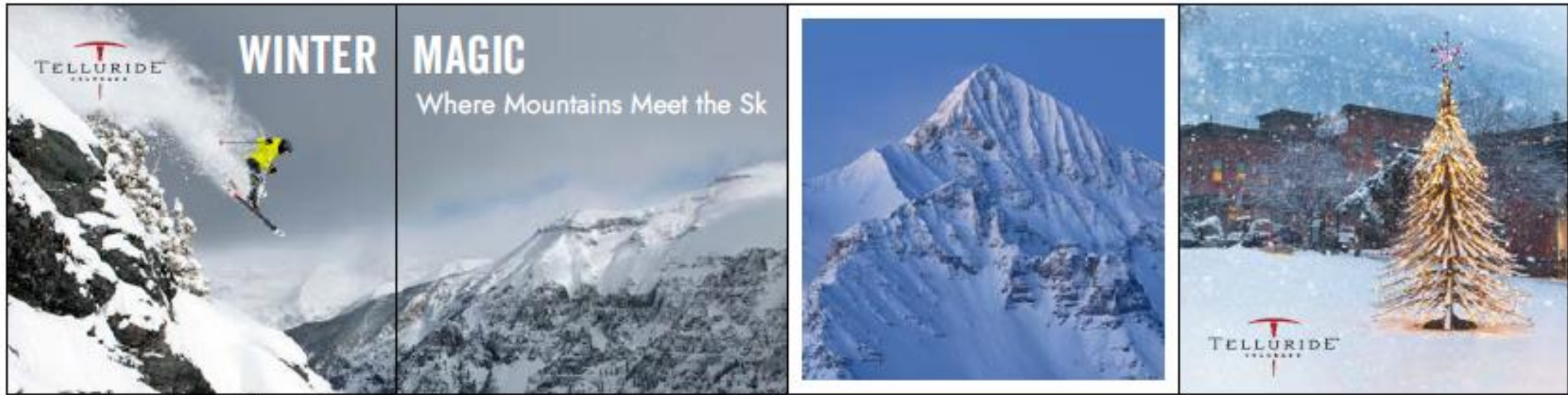




TEX & MTJ UPDATES



# WINTER MARKETING



# REGIONAL MARKETING



## Year-Round Regional Campaign

- 550 Corridor/I70 Corridor
- Search/display; Paid Social; Programmatic; OOH
- \$100K Budget Annually, 12 month run
- Co-op with City of Montrose

## Objective

Build regional awareness of the Montrose Airport and Telluride Airport by utilizing a media mix of upper funnel tactics and engaging creative





# CFA BOARD

Chair:	Jack Gilbride	Mountain Village
Vice-Chair:	Chad Horning	Telluride Ski Resort
Treasurer:	Barbara Bynum	City of Montrose
Director:	Dan Jansen	Telluride Tourism Board
Director:	Meehan Fee	Town of Telluride
Director:	Mike Hess	At Large
Director:	Lloyd Arnold	Montrose Airport/County
Director:	Kenny Maenpa	Telluride Airport/ SMC
Director:	Larry Mallard	At Large

Requesting a one-paragraph bio and headshot please!

# CFA 2024 CALENDAR

CFA 2024  
PROPOSED  
MEETING  
SCHEDULE

January 25, 2024 (MTJ)

March 21, 2024

May 23, 2024 (June 8 last year)

August 22, 2024

October 24, 2024

December 5, 2024



# WINTER PLANNING



- **United Airlines** said Tuesday that it earned \$1.14 billion in the vacation-heavy third quarter, but the airline forecast weaker profit the rest of the year due to surging jet fuel prices.
  - Stock Value: \$40



- Planes packed with summer travelers boosted **Delta Air Lines** to a \$1.11 billion profit in the third quarter, and the carrier said Thursday that it expects revenue to keep rising into the holiday season.
  - Stock Value: \$38



- **American Airlines** posted a \$545 million loss for the third quarter as revenue was flat with last summer and costs rose, especially to cover a new contract with its pilots. American's third-quarter loss compared with a profit of \$483 million in the same quarter last year.
  - Stock Value: \$13



- **Southwest Airlines** posted net income of \$193 million in Q3, driven by solid leisure demand throughout the quarter and by managed business continuing to perform largely as expected.
  - Stock value: \$28

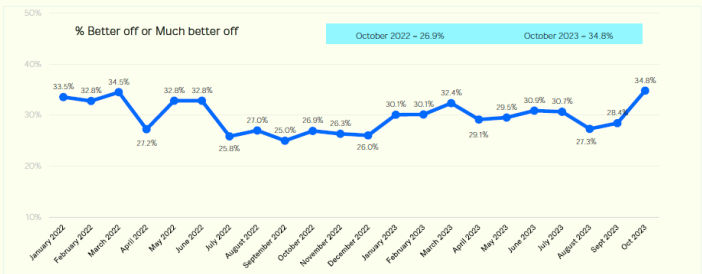
- *Airlines are seeing the cost of new labor contracts — particularly with pilots — weigh on their results. United agreed in July to raise pilot pay by up to 40% (and others have matched).*



# WINTER PLANNING

## Americans Have Not had this Level of Positive Financial Sentiment Since March 2022

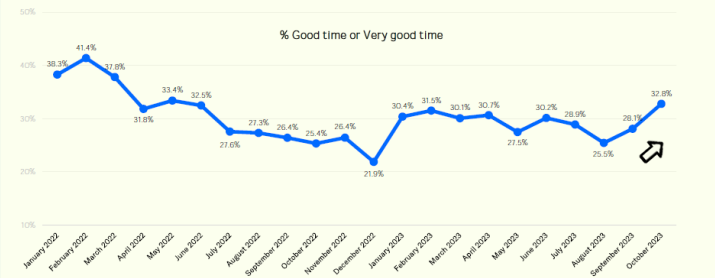
Question:  
Would you say that you (and your household) are better off or worse off financially than you were a year ago?



Future Partners The State of the American Traveler—November 2023

## This is the Best Americans have Felt about Travel Spending all Year

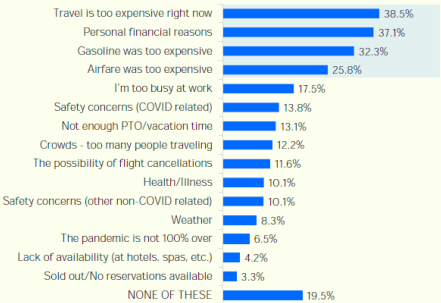
Question:  
Thinking only of your household's finances, do you feel NOW is a good or bad time for you to spend money on leisure travel?



Future Partners The State of the American Traveler—November 2023

## High Costs Remain the Top Impediment to Travel

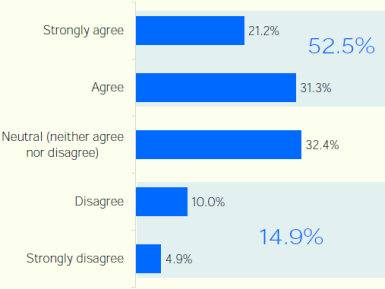
Question:  
In the PAST SIX (6) MONTHS, which (if any) of the following have kept you from traveling more than you would have otherwise preferred? (Select all that apply)



Future Partners The State of the American Traveler, November 2023

## Economic Uncertainty Does Continue to be Elevated

Question:  
I expect the United States will enter an economic recession sometime in the NEXT SIX (6) MONTHS.



Future Partners The State of the American Traveler, November 2023

## The Belief that Now is a Good Time to Spend on Travel is Improving

Question:  
Thinking only of your household's finances, do you feel NOW is a good or bad time for you to spend money on leisure travel?

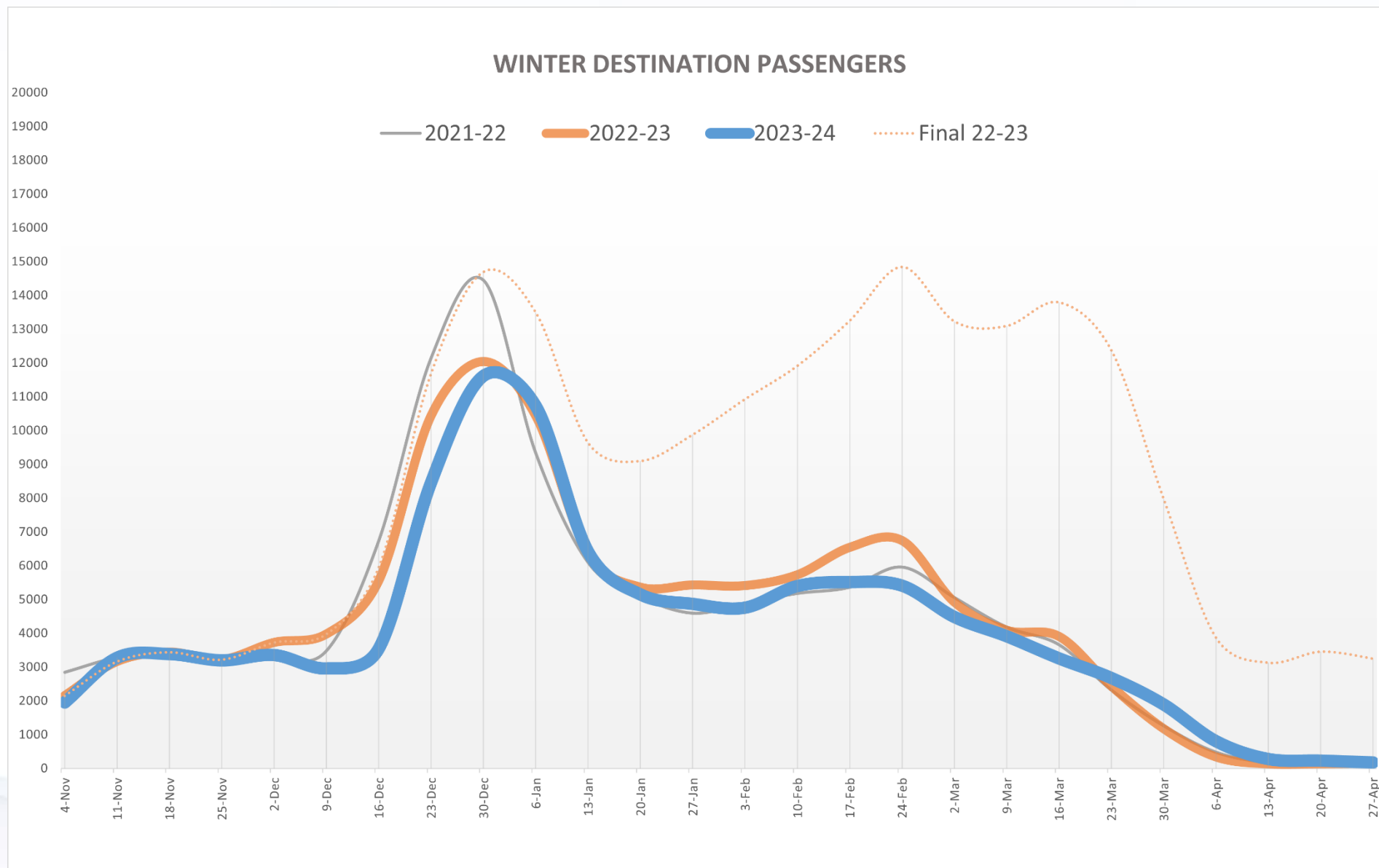


Future Partners The State of the American Traveler—November 2023



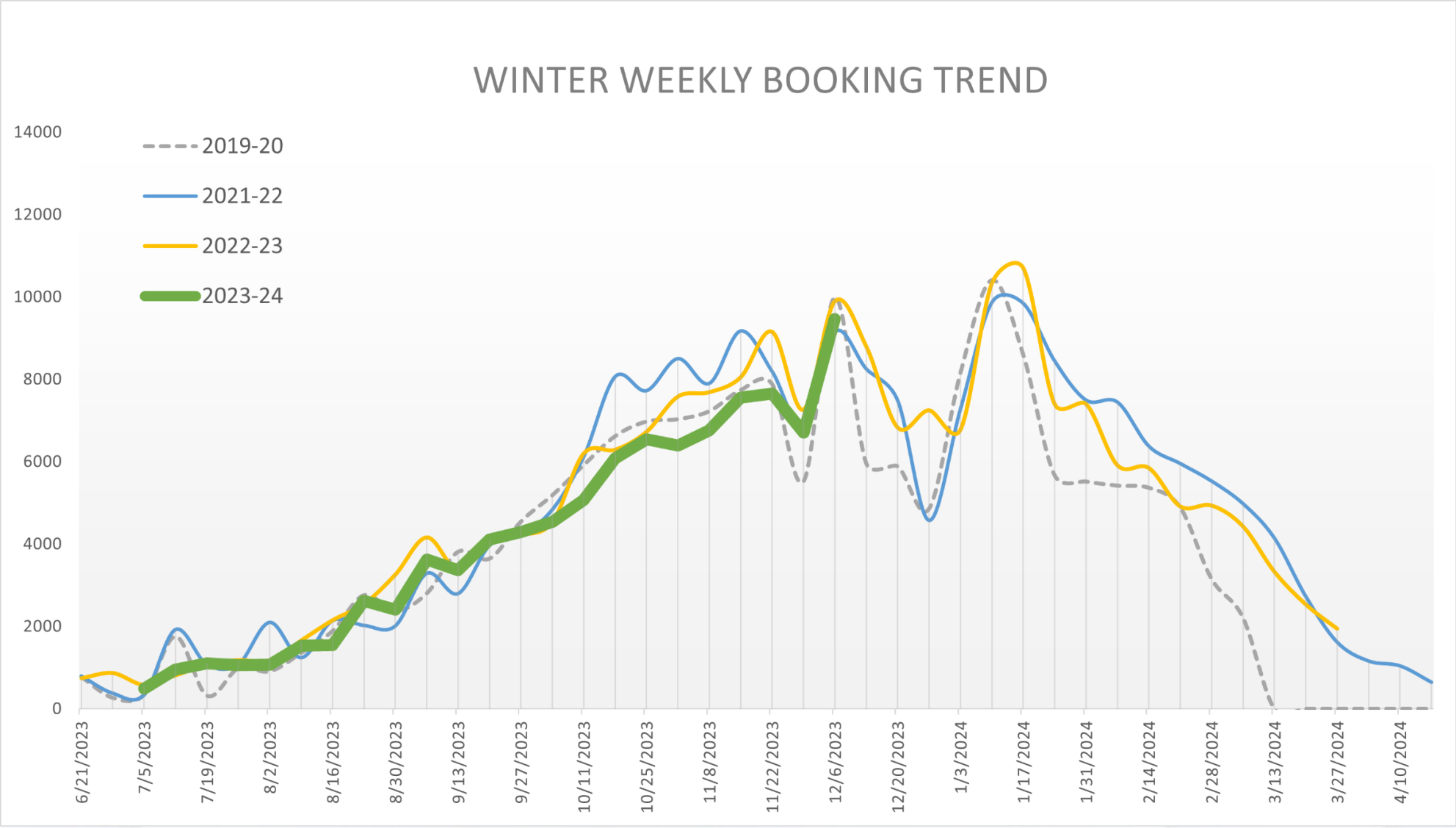


# WINTER 23-24



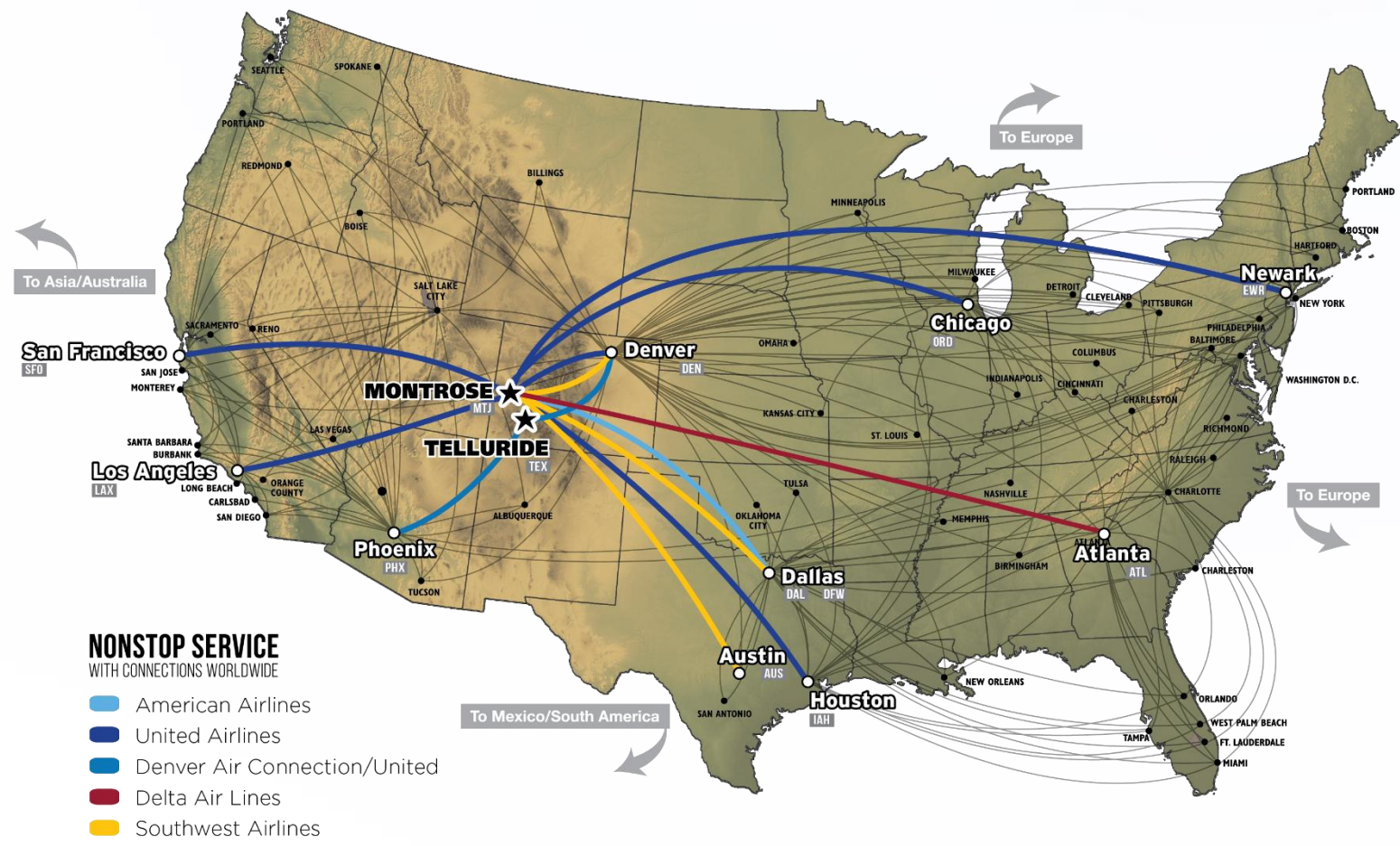


# WINTER 23-24

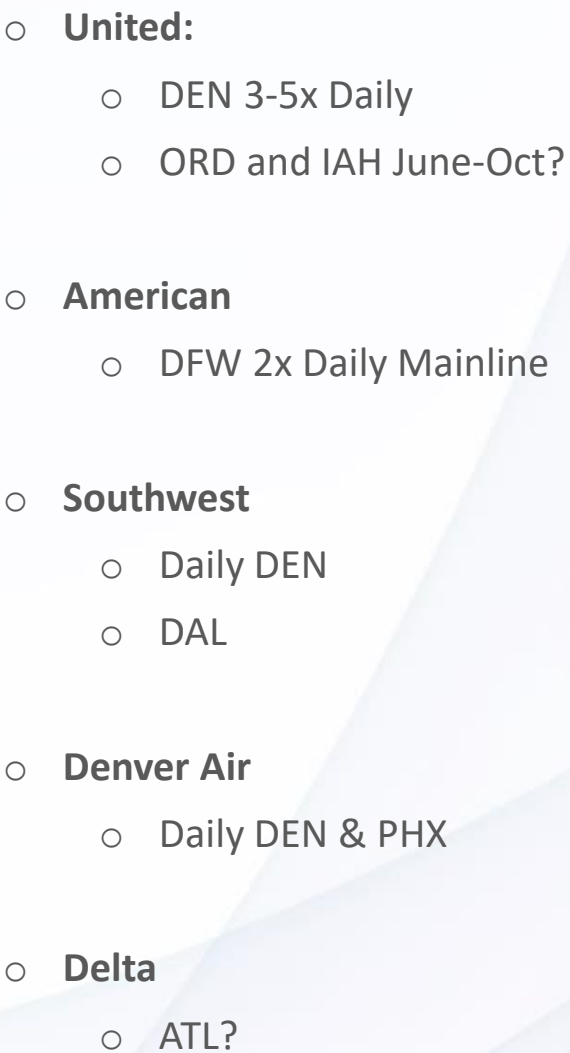




# WINTER 23-24



- **United**
  - DEN, ORD, IAH, SFO, LAX
- **American**
  - DFW
- **Southwest**
  - DEN, DAL, AUS
- **Delta**
  - ATL
- **Denver Air**
  - DEN, PHX







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