



COLORADO FLIGHTS
ALLIANCE

Board Meeting – May 30, 2019, 12 p.m.
Cosmo Wine Cellar
Telluride, Colorado

Agenda

1. Call to Order and Approval of January 24, 2019, and March 28, 2019, Meeting Minutes (5 minutes)
 - a. New Business, Announcements & Public Discussion
 2. Airports Update (15 minutes)
 - a. TEX
 - b. MTJ
 3. Board & Organization (10 minutes)
 - a. Financials
 4. Flight Performance & Planning (15 min)
 - a. Summer 2019
 - b. Winter 2019-20
 5. Executive Session (45 min)
 - a. Proprietary Organization, Financial, Personnel & Airline Information
 6. Adjourn Meeting
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- 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 24, 2019
Cosmopolitan Wine Cellar
Telluride, Colorado**

Meeting Minutes

Board Members Present: Dirk de Pagter, Barbara Bynum, Kenny Maenpa, Dan Jansen, Todd Brown, Greg Pack, Bill Jensen

Board Members and Public Present via Telephone: Lloyd Arnold

Staff and Public Present: Matt Skinner, Michael Martelon, Ben Kalman, Jack Gilbride (Mountain Village Town Council)

Board Members Absent: Steve Togni

Call to Order: Dan Jansen called the meeting of the Colorado Flights Alliance board of directors to order at 12:39 PM.

- 1. Approval of October 25, 2018 and November 29, 2018 Minutes:** Dan Jansen motioned to approve the October 25, 2018 meeting minutes. Dirk de Pagter seconded that motion. The October 25, 2018 meeting minutes were approved unanimously. Barbara Bynum proposed a correction to the attendance in the November 29, 2018 meeting minutes. Greg Pack motioned to approve the November 29, 2018 meeting minutes with the corrected attendance. Barbara Bynum seconded that motion. The November 29, 2018 meeting minutes were approved unanimously.
 - a. New Business, Announcements & Public Discussions:** There was no new business. There were no announcements. There was no public discussion.

- 2. Airports Update**
 - a. TEX:** Kenny Maenpa updated the board of directors on grant funding and ongoing improvement projects. The board of directors discussed the impact of the government shutdown. The board of directors reviewed the operations of the Boutique Air flights.
 - b. MTJ:** Lloyd Arnold discussed the ongoing improvement projects, which include floor repair and terminal expansion. Lloyd Arnold informed the board of directors of record enplanements at MTJ for the year 2018.

- 3. Board and Organization:**
 - a. Financials:** Matt Skinner presented financial statements for the year ended October 31, 2018. Matt Skinner reviewed direct contributions and major contributors for the year ended October 31, 2018. Matt Skinner reviewed winter marketing expenses and administrative expenses for the year ended October 31, 2018. Matt Skinner provided an

update on cash reserve balance and forecast. Matt Skinner presented financial statements for the month ended December 31, 2018.

- 4. Executive Session:** Greg Pack motioned to go into executive session at 1:06 PM. Dan Jansen seconded that motion. The motion to go into executive session was approved unanimously. Dirk de Pagter motioned to come out of executive session at 2:01 PM.
- 5. Meeting Adjourned:** Greg Pack motioned to adjourn the meeting at 2:30 PM. Barbara Bynum seconded that motion. The motion to adjourn the meeting was approved unanimously.

**Colorado Flights Alliance
Board Meeting – March 28, 2019
Madeline Hotel and Residences
Telluride, Colorado**

Meeting Minutes

Board Members Present: Dirk de Pagter, Barbara Bynum, Kenny Maenpa, Dan Jansen, Todd Brown, Greg Pack, Bill Jensen, Steve Togni

Staff and Public Present: Matt Skinner, Ben Kalman

Board Members Absent: Lloyd Arnold

Call to Order: Dirk de Pagter called the meeting of the Colorado Flights Alliance board of directors to order at 2:04 PM.

- 1. Executive Session:** Dan Jansen motioned to go into executive session at 2:05 PM. Kenny Maenpa seconded that motion. The motion to go into executive session was approved unanimously. Dirk de Pagter motioned to come out of executive session at 2:48 PM.
 - a. 2017-2018 Audit:** Todd Brown motioned to approve the audit of the 2017-2018 financial statements. Barbara Bynum seconded that motion. The motion was approved unanimously.
 - b. Employment Agreement:** Dan Jansen motioned to approve renewal of the employment contract. Todd Brown seconded that motion. The motion was approved unanimously.
- 2. Meeting Continued:** This meeting of the Colorado Flights Alliance board of directors continued with the joint board of directors meeting with the Telluride Tourism Board.

**Telluride Tourism Board and Colorado Flights Alliance
Joint Meeting of the Board of Directors
Thursday, March 24, 2019
Madeline Hotel and Residences
Telluride, CO**

Board Members Present: Dirk de Pagter (CFA), Todd Brown (CFA), Bill Jensen (CFA), Barbara Bynum (CFA), Dan Jansen (TTB and CFA), Steve Togni (CFA), Frank Ruggeri (TTB), Kevin Jones (TTB), Albert Roer (TTB), Greg Pack (TTB and CFA), Penelope Gleason (TTB)

Staff and Public Present: Matt Skinner, Michael Martelon, Ben Kalman, Hollie Hannahs, Kiera Skinner, Tom Watkinson

Board Members Absent: Lloyd Arnold (CFA), Clare Afman (TTB)

The meeting of the Colorado Flights Alliance and Telluride Tourism Board boards of directors was called to order at 3:10 PM.

1. **Creative Review:** Michael Martelon explained branding and marketing differences, gave an overview of the winter and summer marketing campaigns, and showed creative that would run in the campaigns.
2. **Consumers:** Michael Martelon reviewed consumer marketing segmentation, category and brand development indexes and the 2018 cohort groups
3. **Reporting:** Michael Martelon and the board of directors discussed Destimetrics and Key Data reporting for the destination, including reporting properties and the functionality of the Key Data reporting, including geographical capabilities.
4. **Air Performance:** Matt Skinner reviewed winter 2018-2019 airline routes and performance, including year-over-year analysis, new route performance and future targets. Matt Skinner reviewed the maximum cap of revenue guarantees and current financial position of the organization as it relates to future planning.
5. **Air Planning:** Matt Skinner outlined air service summer 2019, including additions, flight capacity and future targets for development.
6. **Economic Study:** Matt Skinner provided both boards of directors with a summary of the findings of the regional economic study, a co-op effort with the City of Montrose, outlining the contributions of overall tourism, the Montrose Airport and Colorado Flights to the regional economy, as well as the interlinkings of visitors and residents jobs, earning and spending across the region.

The meeting of the Colorado Flights Alliance board of directors and the meeting of the Telluride Tourism board of directors was adjourned at 4:15PM.