

## **GWTTTRA Board Meeting Minutes, Kansas City, MO – June 20, 2013**

### **Board Members in Attendance:**

Jim Buchanan, Utah Office of Tourism (leading meeting)  
Melissa Elkins, Arizona Office of Tourism (taking notes)  
Dave Peterson, Nevada Commission on Tourism  
Michael Simone, RRC Associates

### **GWTTTRA Members in Attendance:**

Charles Goeldner, University of Colorado  
Gyan Nyaupane, Arizona State University  
AnnDee Johnson, Longwoods International  
Kathy Andereck, Arizona State University  
Anita Ledford, University of Utah  
Dorothy Chase, Central Washington University  
Gina Zozoya, Las Vegas CVA  
Rick Cain, Longwoods International  
Scott Russell, Las Vegas CVA  
Skip Hull, CIC Research  
Dean Runyan, Dean Runyan Associates  
Wendy Kheel, Los Angeles Tourism & Convention Board  
Franciscus Loukrezis, Los Angeles Tourism & Convention Board  
Erin Francis-Cummings, Destination Analysts

- Jim Buchanan began meeting at 3:51pm
- First order of business was to Approve Minutes from last GWTTTRA Board Meeting on April 10, 2013. Only request noted was to change David Branton's last name to Bratton and company name to "Destination Analysts" per Dave Peterson. Minutes were approved.
- Next we were to review and approve the financials. The short P & L statement was distributed to the membership. Jim informed the board and membership that we lost money at the Berkeley Conference. After being asked to provide greater detail regarding the loss, the long P & L statement was provided. We compared the conference loss from 2013 to 2012 and discussed the contributing factors (food & beverage and speaker fees). We discussed the balance and mentioned the \$3,400 CD that we will not touch. At that time, a member stated that the CD was at \$10,000 in 2011. We told them that we would address this with the board. The financials were approved.
- The next item on the agenda was to review the 2014 Conference Hotel RFPs. We discussed in greater detail the extremely high F&B costs at the Hotel Shattuck Plaza in Berkeley and all agreed that F&B costs should be kept low. Based on this, the board and membership felt that the chain hotels should not be considered. It was agreed that the Hotel Teattro, Magnolia & Moncaco were the top choices for the 2014 conference. For the Moncaco, in order to consider going forward with this one, we would need to bring down the F&B minimum to no more than \$4-5K.

- The board introduced the theme “The voice of the Consumer”. Immediately the members felt that this was too broad and didn’t understand how this would be marketed. It was explained to them that we chose to generalize this in order to give us flexibility each year with the intent to attract both researchers and marketers. The membership was still confused and recommended that we should tweak this to be something like “How to measure the Voice of the Consumer”.
- Topic recommendations included:
  - Crash course on Google Analytics, Troy Thompson was mentioned since he is a local.
  - Shifts in HH expenditures on Households and distribution of income. Significance of ethnicity and how people make travel plans. Hispanic channels. What research is being done related to this? Possibly a session on demography.
  - Impact of the Ski Industry
  - Data on the Sports Industry, Jon Last with Sports and Leisure Research Group was recommended.
  - Economic Impact methodology related to events, conventions and general visitation.
  - Experience Management related to Recreation Experience Management, Nan in Utah
- The members thought that this was a good list to start with in order to develop a survey that would go out to membership. They felt very strongly that a survey should go out to the membership. The board brought up interactive research but no one specifically stated this was a topic of interest.
- Also related to topics, the membership thought that we should not pay to have speakers come to our event.
- The board then asked if any of the membership had recommendations for tourism contacts within Colorado. We were provided with the name, John Ricks, Marketing Director at the Colorado Tourism Office.
- The next agenda item was to discuss whether or not we should have a GWTTTRA conference in 2015. Some of the membership served on the TTRA board and were very familiar with the profit sharing formula. The membership all agreed that we should not have a GWTTTRA conference in 2015. The membership stated that CenStates did a great year of attaining sponsors. We were advised that we would need to work extremely hard to attain sponsors in 2014 to negotiate terms for the 2015 conference. We were told that even though we wouldn’t have a GW conference, we would have to generate sponsorships for the 2015 TTRA conference. In addition, membership stated that there would be a huge benefit to the 2015 TTRA conference because this would be right after the European conference in 2014 which will have reduced attendance. Board and membership present were in strong support that GWTTTRA shouldn’t have a conference in 2015.
- Under the other agenda item, one member asked if we were still looking to include Alaska as part of the GWTTTRA chapter. The Board was unaware of any contacts in Alaska.
- Jim Buchanan adjourned the meeting at 4:40pm.