

Minutes

Pagosa Springs Town Tourism Committee

Tuesday, November 17, 2009

Community Center

4:00pm – 6:00pm

Meeting called by: Bob Hart

Attendees: Voting Members; Daniel Gonzales, Bob Hart, Jon Johnson, Morgan Murri, Angel Preuit, Dan Rosenblatt, Jim Smith, Keely Whittington

Non Voting Attendees; Jennifer Green, David Mitchem, Mary Jo Coulehan

Absent: Janis Moomaw; Pam Schoemig, Larry Fisher

Please review: October Minutes, Any committee reports that you receive

Please bring: Agenda, Any Committee reports you feel are needed

-
1. Call to Order
 2. Determination Of Quorum (6)
 3. Approval of Minutes – October – Daniel motioned, Angel seconded, all approved
 4. Chair Report – Bob
 - a. Need to investigate terms and elections
 5. TTC Coordinator Report
 - a. Winner selected for Winter Getaway
 - b. Review report
 6. Treasurers Report – Dan
 - a. Monthly Town Lodging Receipts report (September)
 - b. Current finances – Jennie
 - i. Account standing is good, bills being paid; budget being managed

7. Subcommittee Reports

- a. Budget – Dan – TTC Board approved budget in a previous meeting
- b. Fulfillment Package – Jim – reviewed content with the Sun for 2010; Santa Fe Journal to consider for fulfillment, Jennie to review options for fulfillment
- c. External Marketing/PR- Dan Rosenblatt (Jennie) – contracts signed, preparing for 2010
- d. Website- Jennie – Meeting to be scheduled after Thanksgiving; Jennie working on prioritization of 2010 website upgrades
- e. Events – Janis – Morgan presented on behalf of the subcommittee
 - i. Events subcommittee met last Wed and Thur to interview event funding requests; Morgan recused himself from the vote as GECKO was an applicant
 - ii. TTC Events subcommittee recommends the following funding in 2010:
 1. Folk n' Bluegrass - \$2500
 2. Four Corners Folk Festival - \$3500
 3. GECKO -\$9800
 4. Nordic - \$4500
 5. Air Show - \$10,000
 6. Cruise a Thong - \$600
 7. Fishing Project - \$4500
 8. Pagosa Fiber Festival - \$3000
 9. Chamber Concert Series - \$3000
 10. Fireworks - \$0
 11. Pagosa Duathlon - \$0
 12. Annie the Musical - \$0
 - iii. Total funding recommended \$41,400
 - iv. Committee suggests all organizations receiving money attend Jennie's Marketing Class and, if requested, show marketing receipts.

- v. David mentioned Fireworks is still a concern; asks TTC to help find a solution for funding
 - vi. Bob commended the events subcommittee for reviewing all of this and handling the process
 - vii. Jon asked if the criteria was clear and well-defined for funding; Morgan explained that the events application addressed all requirements and stipulations for funding
 - viii. Daniel motions to approve special events funding; Dan seconded; all approved
- f. Visitors Center report – Mary Jo
- i. Oct requests were up in 2009; VC stats are up about 25%
 - ii. Forms have been changed in VC to help track more closely
- g. Out of the Box Brainstorming – Jim Smith
- i. No update
- h. Lodging Occupancy Reports – Daniel
- i. No report
- i. Lodging tax audit – Daniel –
- i. Numbers need verified; Report needs collated
- j. Local Collaboration/ Local PR - Morgan Murri
- i. Monthly reports continue to be sent out
- k. Capital Projects – Jon Johnson – Signage and Wayfinding
- i. Meeting held one month ago, well attended
 - ii. Goal is to get Town and County to work together
 - iii. Bob drafted letter to Town Council and County Commissioners to encourage support for cleanup efforts
 - 1. David mentioned that County was reluctant to pay for dumping fees in 2009; County dump is not paying for itself as an enterprise; forgiving dumping fees can be problematic

2. Bob wants to convince them that while cleaning costs money, more tourists will visit – and from a business perspective we need to present a better image
3. Mary Jo suggested we identify steps the County is taking for enforcing their new nuisance ordinance; County doesn't get code officer until January; Jody spoke that currently the County is trying to let as many people know so that they can fix things before enforcement begins
4. The goal is to create inroads and cooperation; make a model out of one property; choose one property and show all what can be done to set an example with spirit of cooperation
5. Next meeting Tuesday, Dec 1st at 9am at River Pointe Café
6. Met with a potential grant writer; David mentioned they are speaking with a few grant writers on Geothermal greenhouse too – perhaps consider combining efforts and utilize one grant writer
7. TTC budgeted \$20,000 and Town Council is considering matching the amount
8. Discussion of the letter – David recommended trying to make the letter a joint venture between TTC and CTC, Morgan will approach CTC
9. Focus efforts on Hwy 160 corridor and a entry from Hwy 84

l. Viral Marketing – Jennie

- i. Social Media class is being developed; details TBD

8. Old Business – None

9. New Business

- a. Report on Albuquerque & Denver Ski Show –Keely, Pam, Mary Jo, Jennie
 - i. Alb Ski Show was the best attended Alb show to date, according to event organizers
 - ii. Keely mentioned that the TTC needs to plan for shows better; perhaps consider Pagosa organizing events and representing Wolf Creek
 - iii. Keely volunteered to chair the new Trade Show events subcommittee

b. Public Comment

- i. Kory from Gateway was in attendance and reviewed reports
- ii. Kory suggested one area to improve and better the numbers is to offer additional activities
- iii. Kory believes we need more of a collaborative effort in order for Gateway to be successful
- iv. Morgan and Keely both expressed the concern that the numbers reported by Gateway were extremely soft

c. Any other new business to come before the Committee

- i. Morgan appointment to CTC is up in December; Board approved Morgan to continue to represent TTC
- ii. Jon thanked David and Jennie for their efforts. He also recognized both Bob and Keely for stepping up and volunteering freebies above and beyond

10. Adjournment

Winter is right around the corner and we've got events planned throughout the season and a variety of activities for the entire family to enjoy - from downhill skiing and snowboarding, over 60 miles of groomed Nordic Skiing trails, ice skating, snowmobiling, sledding and more. We're preparing to transform into a Winter Wonderland over the next few months - and we want you to join us.

So, email us and tell us why you want to visit Pagosa Springs this winter for a chance to win a **2-night Winter Getaway**. Package for two includes lift tickets to Wolf Creek, hot springs passes and lodging. Hurry, submit the reasons you want to visit Pagosa by November 15th for your chance to win!