

TTC Meeting
December 17, 2008
4:00 PM – Community Center

Voting members in attendance: Marcy Mitchell, Bob Hart, Janis Moomaw, Pam Schoemig, West Davies, Jim Smith, Crista Munro, Daniel Gonzales

Non-voting members present: David Mitchem, Dianne Calderon, Mary Jo Coulehan, Tamra Allen

1. Call to order
2. November minutes – Daniel motioned to approve; Marcy seconded.
3. David said that the meeting with the county to join CTC and TTC has been postponed until Jan/Feb. when new commissioners are sworn in.
4. Chairman's report – Bob thanked committee chairs.
5. Financial report (Dianne) – Oakridge is 3 mos. in arrears on paying lodger's tax to Town. Marcy asked if Town could require hotels to maintain a separate pass-through account for lodger's tax money. Bob said we need to request audits. Mary Jo said the county penalizes for late payment. David said the town does as well and they will take care of contacting this establishment. YTD, \$310,000 in lodger's tax revenues have been collected. \$337,000 was projected for 2008; \$40k would have to be collected in December to realize that. Marcy said that \$31,000 was collected in Dec. 07. Bob thinks we will be close to reaching projected income. Dianne said 2 businesses (Backcountry Outfitters and Wilderness Journeys) still owe coop advertising money despite numerous attempts on her part to collect payment. Jim suggested having Town attorney send a letter; David said the town doesn't like to pay attorney fees unless they must. TTC policy is that businesses in default will be removed from the TTC web site (including Oakridge).
6. Committee Reports
 - a. Budget Report – Morgan couldn't attend because the meeting had to be rescheduled due to weather.
 - b. Fulfillment package report (Crista) – Terri House confirmed the Pagosa Sun is a go for producing the "Official Visitor Guide." She will need help with the pull-out maps, but other than that thinks her staff can handle everything. She has been unable to provide a dollar figure for the TTC's end of production because the printing is so far out, but it should be far less than the \$10,000 in the 2009 budget for production of a new lure brochure. The VC has \$10,500 in its budget to produce the "Where Ya _____?" pieces, which Jim Smith is having his assistant Katie Vining work on. He will pursue sponsorship of each piece to pay some of the costs. The board gave Jim permission to pay Katie for her time in redesigning the brochures. Mary Jo needs to have them ready in about 30 days. Jim and Mary Jo will get together to discuss budget, quantities, timeline, etc. Bob took this time to announce that Crista and Jeff Greer have tendered their resignations from the TTC. Jim will take over the fulfillment committee duties.
 - c. Marketing (Marcy) – On January 7 at 4:00 PM, Barnhart will give a creative concept presentation with 2 concepts, the "What's your rush" and a new one that they've come up with. Barnhart's goal is to have 4 videos by the end of 2009 representing each of the 4 seasons. The videos will

not be professionally produced, in keeping with Pagosa's "real, natural" theme. Video deadlines are March 1, June 1, Sept. 1 and Dec. 1. Winners and finalists will go on the TTC web site, and a blog may be created. Barnhart's not getting much pickup on press releases (no real news). Jim offered the use of various P.com videos (hot springs, fall colors, etc.). There was some discussion of seasonality of videos (i.e. should summer videos be posted in summer?) but ultimately Marcy said that it's fine to post winter photos in the summer because people plan vacations ahead. Marcy presented a long written report.

- d. Web site report (Marcy) – see Marcy's written report for full info. Marcy is pursuing a central reservation system for the TTC web site. She believes that Pagosa is losing many bookings by not having one. The system that Durango is using will be sending a rep to make a presentation at the January TTC meeting. She's not ready to discuss banner co-op ads yet, but will be soon. Angela will also be presenting the results of the conversion study at the January meeting.
- e. Events (Janis) – the sub-committee meets on the first Wednesday of the month from 2:30 to 4:00 at the Chamber. All TTC members are welcome to participate. She asked Marcy to pull the old Special Event application from the web site. This sub-committee will review ALL applications prior to their submittal to the TTC board.
- f. Logo (West) – The logo committee met on Dec. 1 (Bob, West, Crista, Daniel – Jeff and Morgan were not present). The committee selected one design from the Wayfinding & Signage process to pursue through Logo Care with several recommendations. The result of that was presented to the TTC, with members agreeing that it should be sent on to Barnhart for their input prior to submitting to Town Council.
- g. In House PR (Marcy) – The Sun did a nice PR piece for the TTC. Marcy would like someone else to take over this committee.
- h. Visitor Center (Mary Jo) – Fulfillment packets saw a 72% increase in 2008. 3400 of them alone came from the Madden Media piece. MJ will create a new report format for 2009 that is more user-friendly. VC numbers were down 14%, MJ believes due to the fact that hunters now go to the Forest Service office for their info. November numbers were up but Sept./Oct. were down. Other possibilities for decreasing numbers may include a shift to a younger demographic that just "downloads & goes" plus many lodgers are picking up info from the Visitor Center and handing it out to their guests directly. Mary Jo said the trend for Christmas guests is houses, cabins and condos (families, cooking in). Most fulfillment packet requests now come in by email, not phone, so email addresses are collected. Only 40 of 366 requests in November were by phone.
- i. VC Management Contract (Mary Jo) – deferred to Old Business
- j. Out of the Box (Jim) – Jim said they haven't come up with any new ideas but were wondering what the TTC thought about pursuing the Durango kiosk idea. Costs are a big concern – it's a non-budgeted item. Crista asked Mary Jo if she felt this might jeopardize relations with Durango's Chamber of Commerce. She said she thought yes, that is a possibility. She will speak with John in Durango to see what his feelings are toward this idea. Dianne said Durango and Pagosa have a close working relationship in the tourism business. Jim thinks that a diplomatic person

could work this out – possibly with a reciprocal arrangement. Bob and Marcy would like the committee to look into the costs of this idea.

- k. Lodging Occupancy Reports (Pam) – Pam will make it her mission to get the figures for the TTC. Dianne will help April send the new form to town properties. This effort needs to be coordinated with the county; Pam would like a list of county lodgers. David and Greg (Schulte) will send a joint letter to all county/town lodgers.

7. Old Business

- a. Bylaws – accepted by the Committee
- b. Attendance – Tamra wants to be sure that all members are aware of their terms. Dianne will run a vacancy announcement in the Sun to fill the two positions.
- c. VC Management Contract – Need to define “tourism-related” material for inclusion in VC (whether a Chamber member or not). MJ will fix that tonight so the contract can be submitted to Town Council the next day. Marcy moved to accept the VC management contract and narrative work plan with the suggested change. Crista seconded. Motion passed.
- d. IGA – this is at a standstill. David said the TTC should conduct business as usual until the County and Town can reach some agreement on the combination of CTC and TTC.

8. New Business

- a. TTC Coordinator Position – Have 8 applicants already. Hiring committee (Bob, Marcy, Morgan, Mary Jo) will narrow the field on Monday @ noon at Town Hall. Tamra will make packets available on Friday for anyone who would like to review the candidates.
 - b. Dianne’s last day is Friday. Crista and Jeff submitted letters of resignation. Daniel will take notes at meetings until the committee elects a new secretary.
 - c. Public comments – David said that this TTC is the best one he’s worked with. Mary Jo announced that Pagosa was awarded a \$6400 CTO grant with Durango to attend a European trade show in Germany in March. This will cover booth space and production of promotional materials. TTC will need to come up with \$1600 to cover airfare, meals, etc. for the representative. Mary Jo emphasized that this is a long-term show; results will not be immediate. Travel agents and tour operators from all over Europe will be attending the show; it hits the entire European market. Marcy motioned to approve allocating \$1600 for someone to attend the show. Janis seconded. The motion passed.
9. ED report (Dianne) – Dianne has made appointments for the “Go West” show in Albuquerque, but not hotel reservations. MJ volunteered to take over attending some of the trade shows until a TTC coordinator is hired. Dianne attended the ATA show in Pittsburgh in November and got many leads (tour operators). The Germany show is March 11-15.

10. Adjournment