

# TTC Board of Directors

## Meeting Minutes

January 15, 2008

In attendance: Angela Atkinson, Mary Jo Coulehan, Mark Garcia, Dianne Calderon, Fred Schmidt, Bob Hart, Marcy Mitchell, Danyelle Lentges, Jeff Greer, Crista Munro. Tom Schoemig, a non-member representing the Lodging Association, was also in attendance.

- I. Call to order – no minutes to review from December. Will have those by Feb. meeting
- II. Old Business
  - a. 2008 TTC Budget was approved by Town Council
  - b. Retreat
    - i. Marcy motioned to accept following revisions to Mission & Vision statements. Danyelle seconded.
      1. Mission Statement – revised to read: Implement a multi-year marketing and capital improvement campaign funded by increasing lodging tax revenues to attract and satisfy visitors to Pagosa Springs who are aligned with our values.
      2. Vision Statement – revised to read: Increase tourism revenues to generate economic prosperity for the community and enhance the quality of our small/home town experience for residents and visitors alike.
    - ii. Discussion about combining CTC/TTC involving logistics, capital improvements, eventual transition to special marketing district resulted in agreement that it's a good theory but the challenge will be crafting a sound IGA. Mark Garcia will work on IGA for the draft committee (Angela, Mark, Mary Jo, Crista).
    - iii. Strategies – 2008-2013 were reviews & accepted.
    - iv. Final retreat session possible dates – April 3 and 24<sup>th</sup>. Angela will run by Patty.
  - c. Web site – Chamber will launch on 1/17 or 1/18. Email campaign not progressing due to database issues. Marcy needs winter photos for site.
  - d. Gateway Signage project – N/K will be in Pagosa Jan. 30-31 to meet with various stakeholders. The steering committee has been appointed.
  - e. Tradeshows
    - i. Mary Jo and Dianne will provide a list of all tradeshows they are currently covering along with expenses
    - ii. Dianne will develop a media kit (cover sheet, articles, DVD, etc.)
  - f. Lure Brochure – Mary Jo has the current revision and will look over
- III. New Business
  - a. RFP for new marketing firm – will put together in next few months (draft by next meeting)
  - b. Winter Visitor Survey – the board agreed to pursue a winter visitor survey this season if possible, with part of the survey taking place at the ski area. Crista will contact Rosanne Pitcher for permission and Angela will ask RRC to bid on the survey.
  - c. Dianne's Work Plan – Dianne presented her 2008 work plan. Tony Gilbert will help Dianne prioritize her plan in the coming year.
  - d. Downtown Wi-Fi System – Skywerx can provide for \$800/month. The board agreed this should be pursued, but that an RFP should be issued to all providers. Angela, Bart and Dianne will craft the RFP.
- IV. Motion to adjourn by Crista. Seconded by Mary Jo.