



Agenda

Pagosa Springs Town Tourism - Marketing Committee

Date: February 11, 2010

Location: The Springs Resort & Spa EcoLuxe Conference Room

Time: 11 am

Meeting called by: Keely Whittington

Attendees (Voting): Pam Schoemig; JimSmith; Daniel Gonzales, Darlene Gonzales, Morgan Murri, Bob Hart

Attendees (Non-Voting): Jennie Green, Mary Jo Coulehan

Please review: Agenda, 2010 Budget, 2010 Marketing Plan

1. Call to Order
2. Determination Of Quorum (6)
3. New Business
 - a. 2010 Marketing Plan
 - i. Improve tracking of all marketing efforts
 - ii. Jennie to develop email surveys to send per lead source, in addition to URLs / 800 numbers established; work with lodgers / visitor center to organically track lead sources too - all tracking efforts combined will help determine where to spend future dollars
 - iii. 2010 Santa Fe Visitor Guide is available (distribution 400,000+) - TTC ad featured on page 18 and on the State of NM map, they added "to Pagosa Springs" above Chama.

b. Website Overview

i. Jesse James Creative

1. Project is on track; should receive updated SOW / Contract by Friday, Feb. 11th – Board to approve Tues

ii. Strategy for Oversight

1. JJC Project Management tool is great, easy to use and puts all information / feedback in one repository
2. Please let Jennie know if you would like to be added

c. Trade Shows

i. Ski Shows Denver/Albuquerque

1. TTC needs to take a stronger lead on future ski shows; include South Fork, make it easy for Wolf Creek

ii. Colorado Activity Directory, Dallas/ Colorado Springs

1. Discussion of the value of these shows – Home & Garden w/ Travel & Leisure section; Dallas last year resulted in but no actual qualified leads
2. Pam explained that there was a lot of traffic – over 45,000 in Dallas; feels the shows are good for TTC
3. Mary Jo explained that the fees we pay CAC (coloradoinfo.com) already provide us with literature at the CAC booth
4. Keely said CAC would be thoroughly reviewed and a recommendation will be made in the next few days

iii. Wedding Shows for 2011

1. TTC wants to pursue wedding expos, but Keely encouraged subcommittee members to find additional trade shows that made sense to consider – AARP, Denver Sportsman, etc

2. Subcommittee members were asked to find a few to review during a future meeting

iv. Governor's Conference – Snowmass, CO in late Sept; basically a networking event with CO tourism industry

v. Volunteer Responsibilities and Duties – discussion regarding expenses for volunteers to travel to trade shows – mileage, meals, etc can get expensive above the cost of the show itself

d. Public Relations

- i. Follow up Strategies between Chamber of Commerce and TTC
 1. Open communication so that TTC can develop comprehensive media database
 2. Keely discussed follow strategies and forming team to “entertain” media writers while in town
- ii. Define parameters for accepting Travel Writer visit requests
 1. Criteria
 - a. Need to develop criteria because requests are getting extreme
 - b. Jennie to draft Media Writer Criteria:
 - i. Publication that the media writer is representing must reach our target market / audience
 - ii. Indicate focus of article
 - iii. Provide the date of publication
 - iv. Provide copy of article or link to article
 - v. TTC is provided reprint/ usage rights of all media articles
 - vi. Media writer must provide business card / credentials upon arriving in town
 - c. New website will have media inquiry / qualification form
 2. Options when event activities are not compensated for
 - a. Discussion by group to typically comp activities for two; although exceptions can be made
 - b. Jennie suggested trading businesses with banner ads on TTC website in exchange for providing media writers complimentary services- therefore businesses do not just have to give everything away and possibly not be mentioned in the article
- iii. Create Travel Writer and PR visit team (Morgan volunteered for PR visit team)
 1. Collateral Package

- a. Current package includes summer and winter visitor guide, plus media kit disc
 - b. Mary Jo suggested Rack Cards to send versus visitor guides; also discussed to have at trade shows, etc to reduce costs
 - 2. Set monthly call lists for follow up
 - a. Keely discussed forming a follow-strategy / team to focus on key media contacts; follow up after visits to make sure writer received everything needed; reach out to writers based on editorial calendar
 - b. Jennie would provide monthly (or more frequent as needed) list to members for follow-up
- iv. Media Kit
 - 1. Review
 - a. Media Kit is a first draft; need to leverage brand on label; get labels printed; media kit will also live on TTC website
 - 2. Mailings
 - a. Begin to determine specific media audiences to reach out to and determine necessary content for media kit; prepare final media kit and send mailing with follow-up plan in place
 - 3. Online Accessibility
 - a. Media Kit will be a part of new website; web form will be added as initial qualification for media inquiries
- e. Central Reservations
 - i. Gateway Discussion
 - 1. Meeting with Gateway at 1pm; reviewing how it is working with both sides and how to proceed
- f. Lead Requests - need to determine quality of these leads and strategy to follow-up
 - i. Wedding
 - ii. Reunion Requests
 - iii. Business Retreats
 - iv. ColoradoInfo.comRequests

v. Reunions.com

4. Old Business
5. Next Meeting Time - soon
6. Adjournment