

TTC Meeting

February 17, 2009

4:00 PM – Community Center

Voting members in attendance: Bob Hart, Marcy Mitchell, Morgan Murri, Janis Moomaw, Pam Schoemig, Jim Smith, Daniel Gonzales

Non-Voting Members present: Suellen Loher, West Davies, Jennifer Green

Absent: Brooke Kitchens will be leaving board, chamber is selecting Angela Pruitt to replace; Bill Hudson, Dan Rosenblatt; Non-voting absent: Mary Jo Coulehan, David Mitchem

1. Call to order

2. Determination that a Quorum was in attendance

3. January minutes – Daniel motioned to approve; Morgan seconded

4. Chairman's Report

- a. We need to fill 2 TTC seats on the CTC Board; Morgan Murri and Pam Shoemig, Daniel Gonzales all volunteered – Morgan and Daniel will be nominated
- b. Bob announced Suellen Loher, Bill Hudson and Dan Rosenblatt were selected as new members to the Board during the retreat; eight candidates were interviewed
- c. Bob reviewed each committee and its members (not all TTC members):
 1. Viral Marketing – West Davies, chair; possible other members: Norm Vance, Chris Liverett, Markus Hughes
 2. Lodging Tax Audit / Occupancy – Pam, Daniel – asked Herman Riggs to join
 3. Special Events – Janis, Daniel, Morgan
 4. Budget – Morgan, Daniel, Janis
 5. CTC – Morgan, Daniel
 6. Out of the Box – Jim Smith, Suellen Loher
 7. Fulfillment – Jim Smith, Morgan
 8. Website - Marcy
 9. Marketing – Marcy, Teresa Snyder, Dan Rosenblatt, Morgan, Suellen Loher
 10. PR – Marcy, Teresa Snyder, Dan Rosenblatt, Morgan, Suellen Loher
 11. Local Collaboration – Bill Hudson, Jim Smith, Morgan, Pam, Suellen Loher
 12. Capital Projects – Suellen Loher

**Jennie to send out goals again; committees to organize goals and tasks and assign deadlines for review during the next board meeting

5. Treasurer's Report – Lodging in 2008 down 3.5%; 2008 almost wrapped up – awaiting reconciliation on Barnhart PR; budget and carry-over to be determined shortly after

6. Subcommittee Reports

- a) Budget Committee – Morgan Murri - Petitioned to be exempt from town council budget reduction; decision to be made during Thur meeting
 - i. Barnhart – PR metric to show accountability; carefully watching money spent

- b) Fulfillment Pkg Committee - Jim Smith – Meeting held today; maps clarified, project has been going slower than expected – 4 articles by Mary Jo have been submitted –need to check on charts (lodging, restaurants) – VC to be verifying
 - i. The Visitors Guide has already been printed every year by the Sun. The TTC has only enhanced it with maps and decided to abandon their own lure brochure to work with local business.
 - ii. Pam is concerned the Official Visitors Guide is stepping on what Pagosa Pages and Dining Guide provides to the community – Jim and others explained it is not the intended to hurt other publishers; coupons will still hold value and dining guide provides an easy resource to locate restaurants
 - iii. It was suggested to reach out to Jackie Aragon; Jim suggested sending an official letter endorsing Pagosa Pages and Dining Guide – Jim to discuss with Jackie; local collaboration needs to reach out to seek recommendation
- c) Marketing – Marcy Mitchell – Barnhart meeting held on Feb 12th– most of committee, Travis from Springs and Ross Aragon attended; all agreed on direction; Final decision to be made after ad layouts are complete to make sure everything blends. Previously going round and round with taglines, after 3-4 originally created – Barnhart decided to work on photoshoot and copy for personalities; Barnhart will be here Mar 3-6th; Photographer here this week; Ross Aragon, Bob Goodman, Jody McCallister, Fred Harman III, Norm Vance; Next meeting on Mar 4th at 1pm
- d) PR – video contest – lots of tasks; flyer being developed, website updates in progress; West suggested video promoting contest too
 - i. Prizes
 - i. 2 night stay at Hart’s Rocky Mountain Retreat, dinner, massage, springs passes
 - ii. 2 night stay and complimentary bottle of wine (Elkwood Manor) , massage, hot springs passes
 - iii. 2 night stay at Be Our Guest - massage, hot springs passes
 - iv. Honorable Mentions – springs passes
 - ii. B-roll video cancelled
 - iii. Barnhart PR now focused on getting media coverage
- e) Website – gateway contract – no word from David Mitchem on approval; Marcy to forward subscriber agreement and town agreement; Bob and Marcy to follow up with David on contract; Travis at Springs is potentially open to working with us on Gateway
- f) Events - Janis – one event to review – Gecko; Morgan recues himself from the board during the discussion Rowan Roy and Anna Marie Roy attended. Janis noted that the detail work for this event is phenomenal – Morgan presented to board; Board agrees Gecko should be fully funded at \$6300; Janis motions to fund as requested; Daniel seconded
 - i. Per a request by Janis, Marcy to make event application able to be completed online for easier submission
- g) Logo – Logo reviewed by Barnhart – need .eps version – logocare will give it to us in various use formats
- h) Visitor Center Report – Mary Jo – not in attendance due to tradeshow
- i) Out of the Box –
 - i. Jim suggests ice climbing in town

- ii. Pam suggests chuckwagon cook-off to preserve our heritage
 - j) Lodging Occupancy Reports – Daniel introduced new spreadsheet – working on adding new properties to report
 - k) Lodging Tax Audit – Daniel – we can audit, does the TTC want to go through this? Daniel will proceed
 - l) Local Collaboration – Bill not in attendance
 - m) Capital Projects – Suellen will look into it; investigating available grants
 - n) Viral Marketing – West - sites are being developed
7. TTC Coordinator Report – please read report

8. Old Business

- a) Gateway discussed
- b) Brooke Kitchens was not in attendance

9. New Business - None

10. Meeting adjourned