



# Minutes

## Pagosa Springs Town Tourism Committee

Monday, December 21, 2009

Town Hall

9:00am – 10:00am

Meeting called by: Bob Hart

Attendees: Voting Members; Daniel Gonzales, Larry Fisher, Bob Hart, Morgan Murri, Angel Preuit, Keely Whittington, Jon Johnson

Absent: Dan Rosenblatt, Janis Moomaw, Pam Schoemig, Jim Smith

Non Voting Attendees; Jennifer Green, David Mitchem

1. Call to Order
2. Determination Of Quorum (6)
3. This special meeting was called to discuss the Board's vote during last week's TTC vote regarding sole source with the Sun
4. The Board voted on the motion move forward with a sole source purchase options for the summer guide and issue an RFP for a Winter Guide, 7 voted in favor; no opposed; one abstained
  - a. Bob reviewed what has transpired during the last week:
    - i. Winter guide pricing was dependant on Summer guide, which was not fully understood during the Dec 15<sup>th</sup> board meeting
    - ii. Bob presented to Town Council Sole Purchase for the Sun producing the both the Sumer and Winter guides; Council voted to approve

- iii. Sun provided price to TTC Wed, Nov 25<sup>th</sup> and pushed immediately for a decision
  - iv. Keely Whittington expressed dissatisfaction with the approach used by the Sun
  - v. Town had similar discussion regarding Visitor Guide during Council meeting
  - vi. The Board members present all mentioned that their businesses had not been contacted regarding advertising by the Sun yet
  - vii. David Mitchem suggested the TTC Board vote to be in agreement with what was presented to and approved by Town Council
- b. Group discussed TTC Board needs to put out an RFP immediately for 2011
    - i. Bob Hart mentioned that discussion has been had to release in January 2010
  - c. Daniel Gonzales mentioned Visitor Guide represents community and the TTC reserves the right to make the best decision for the better of the area
  - d. Keely Whittington acknowledged that other communities structure these guides to return profit to communities; looks to improved partnership in future; ways for TTC to make money or reduce costs substantially
  - e. Morgan Murri pointed out that the one area we deliver is fulfillment
  - f. RFP needs to reflect that a competing visitor guide in Pagosa would suffer financially and that this community can truly only support one guide
  - g. Town Council felt they went out on a limb to approve something that was not exactly what the TTC Board had voted and approved
  - h. Daniel Gonzales motions to amend the decision last week to extend the Sole Source Purchase to include the 2010 Winter Visitor Guide; Morgan seconds the motion; all approved
  - i. Keely Whittington motions to issue an RFP for the 2011 Sumer and Winter Visitor Guides during the first quarter of 2010; Angel Preuit seconds; all approved
5. Website RFP
- a. Jennie has incorporated the edits received and will send out a new draft ASAP for board's review.
  - b. Goal is to issue RFP this week
6. 2010 Marketing

- a. Brand discussion on hold until beginning of 2010; in meantime, brainstorm ways to incorporate brand into website, etc.
  - b. Remaining ad buy for 2010 is not urgent; review again in January
- 7. Adjourn
  - a. Morgan Murri motioned we adjourn, Larry Fisher seconded, all approved