

TTC Board of Directors

Meeting Minutes

April 15, 2008

In attendance: Angela Atkinson, Daniel Gonzales, Bob Hart, West Davies, Brooke Kitchens, Marcy Mitchell, Mark Garcia, Tamara Allen, Fred Schmidt, Crista Munro, Dianne Calderon

Guests: Mike Stoll, Shari Pierce, Charlie Pepiton, and Buzz Guillotine

I. Call to order – reviewed and approved minutes from March.

II. Old Business

- a. Lure Brochure – We have a proof from Basin Printing. After getting quotes from several printers, Dianne decided Basin Printing was the best option. 25,000 copies will be printed and delivered by the end of April. This brochure will replace the “Where are You – Fishin, Hikin, etc..” brochures in the visitor packet as well as be used at trade shows and other promotional events. This also concludes our work with Hill and Company. Dianne has received a copy of our brochure on disk for any future edits.
- b. RFP update – several companies have contacted Dianne on the RFP and should be submitting a proposal by May 1st. A subcommittee will review these proposals in May and will invite the top 3 firms to our May Board meeting.
- c. Special Event (\$25,000 donation) – Angela gave Mike Stoll the floor for the update since his group is handling the details of the proposals. He said they have identified two event possibilities. One would be held on June 20th – 21st and the other in the fall. After placing a full page ad in the Sun and online, they have received more than 100 people willing to volunteer for the event. It is looking very positive.
- d. Buzz Guillotine also spoke about an air show event for May – June 2009. He is coordinating with the Confederate Air Force, The Rotary may sponsor the event. He will let the TTC know more details in the future.

III. New Business

- a. Trade shows – Dianne attended the Film Show last week. It was well attended. She has two potential leads from the show. The first was looking for a haunted hotel and we are not sure if we can deliver on that. The second was interested in Rancho Pinoso. Dianne will contact the owner of the property on the possibility of filming out there. Due to the fact that Colorado does not have any incentives for the film industry, it is unlikely we will be able to attract any large film productions here. New Mexico and other states have competitive tax incentives. The Colorado legislature recently killed a bill that would allow for incentives. It may come up to vote on the floor again next year.

- b. Video – Dianne did receive some quotes for local production companies to do a promotional video on Pagosa. She will have quotes for us to review at our next Board meeting.
- c. Special Event requests:
 - i. Square Top Repertory Theater – asking for \$2305 for marketing expenses. Charlie Pepiton spoke on the important need for visitors to have evening activities. This encourages them to stay overnight and helps their overall positive visitor experience in Pagosa Springs. He mentioned that vast majority of theater attendees last summer were from out of town. Bob Hart asked if Square top filled out the TTC application since it was not in the packet. Dianne explained they did fill it out but she did not copy it for the Board. Fred Schmidt made motion to accept the \$2305 in funding. Bob Hart seconded. Motion carried.
 - ii. Farmer’s Market – Mark Garcia said that the overlook parking lot is looking like it will be an acceptable location. The Farmer’s Market will be held Friday evenings from 4:00 – 7:00PM in the summer, with the exception of July 4th weekend. Since an exact funding amount was not specified on the letter, Dianne will get that amount for us at the next TTC meeting.
 - iii. Avjet – This organization is hosting a fly-in on May 17th. They were requesting the TTC to sponsor the breakfast being served at the event. Since they did not fill out the TTC application for special event funding, it was decided against. Later in the meeting, Crista Munro also mentioned that AvJet was a private organization. Due to the fact that the TTC is primarily funding non-profit organizations, it was further decided to not fund AvJet since they are private. Crista motioned to not fund the event. Bob Hart seconded. Motion carried.
 - iv. San Juan Historic Museum – Shari Pierce spoke about the need for exterior painting, landscaping and new signage for the Historical Society Museum. Since this was not a special event request, she did not fill out the TTC application. After discussing the importance of this new sign blending in with the new signage proposed by the Wayfinding/Signage program, it was agreed that Shari Pierce would bring her sign designs into the Wayfinding/Signage meeting on April 16th and show them to Nozar/Kopat. Due to unclear budgetary demands from the Wayfinding/Signage program as well as tourism slow down in the fourth quarter of 2007, the TTC decided to table the funding for landscaping and painting. Angela made a motion to fund the Historical Society \$1500 for a new sign. Fred Schmidt seconded the motion. Motion passed.
- d. Murals downtown – After an artist asked the Town if she could be hired to re-paint the mural on the Centurytel wall next to the Rose restaurant, Tamara Allen brought it up to the TTC to discuss the possibilities of funding. Dianne will contact several cities that have murals and ask how they funded the project. Several ideas, such as artist contest, school art departments/students, and Arts Council were mentioned as possible

solutions. Tamara will contact Centurytel about the possibility of turning that area into a pocket park.

- e. Director's Report – Print Ads. Four new print ads will be going out in May – Mountain Gazette, 5280, Taos News Summer Guide, Durango Herald Summer Guide. Layout matches the website much better in terms of look/feel.
- f. E-Mail Blast – A second Email blast will be published by the end of the month. It will focus on the “lowest prices in the season” to ski at Wolf Creek and stay in Pagosa. Dianne will be contacting lodging facilities to make sure of their availability and pricing. It was also mentioned the ability to purchase additional names/Emails from various regional areas. Angela mentioned the need to go over our budget again before making any decisions. Marcy also mentioned that we should again discuss Internet marketing, such as Google pay-per-click as a viable marketing source that could be targeted to a regional audience.
- g. Retreat – It was rescheduled to May 1st from 3:00 – 8:00PM. Location TBD. Patty will get the Board an agenda beforehand.
- h. Two-Way Radios – Crista mentioned that Folkwest will be purchasing new two-way radios instead of renting them. She discussed the possibility of sharing the expense with TTC and Chamber since we may have use of them for special events as well.

IV. Adjournment