

## **Fulfillment Subcommittee – Visitor Guide Review – Meeting Minutes**

Tuesday, June 8<sup>th</sup>, 2010 at 1:00 pm

River Pointe Café – at 1:10pm the meeting was moved upstairs to Jim Smith Realty for more space

Purpose: Cassio Group Presentation Review

Attendees (TTC Board): Jim Smith, Bob Hart, Jon Johnson, Daniel Gonzales, Pam Schoemig, Larry Fisher

Non-voting attendees: Jennie Green, Mel Cassio, Darlene Cassio, Jane McKain

- 1) Jim Smith called the meeting to order
- 2) Jim asked all TTC Board members to explain what they wanted to see out the meeting
  - a) Pam asked about the concerns over paper quality and weight, and whether Cassio would be able to match
    - i) Darlene explained that the proposal was based on the specs outlined in the RFP – 50lb paper weight, glossy paper, etc; Mel also pointed out that the TTC would have full review of final print proof to approve print quality, etc.
  - b) General discussion with Cassio Group regarding their proposal
  - c) Jon Johnson asked the Cassio Group about their willingness to work with the TTC in a partnership with the Sun, where they would focus on expanding the digital elements and reach of the visitor guide and the Sun would continue to print the guide
    - i) Mel Cassio and Darlene Cassio felt they would be interested, they expressed their desire to work with the TTC, and especially work with the TTC to improve conversions
    - ii) Jim Smith pointed out that the Sun has previously explained issues with using their content
- 3) TTC Fulfillment Committee discussed:
  - a) While the committee is well aware that the Sun will provide a great quality visitor guide, the Cassio Group offers the following:
    - i) Town collects all advertising revenue and pays Cassio for their efforts and print costs; estimates indicate a profit to the town in year one; the TTC will budget a contingency fund, in the event that advertising revenues do not cover expenses, however those funds, if not needed, will be allocated towards other areas that need to be addressed
    - ii) Town retains ownership of all materials produced, therefore the Town will own the rights to all materials produced and can reuse content for future expansion and direction
    - iii) Best stewardship of tax dollars; the TTC can better achieve our charter’s target of bringing visitors to Pagosa while also reaching our new audiences through additional technologies, including interactive kiosks, adaptable electronic information technologies (DVDs, web hotlinks, smart phone applications and etc.) through a system that eventually eliminates a cost burden to the Town (which continues to escalate with the current provider)
    - iv) Outstanding experience and international credentials with the Cassio group, with broad marketing experience that expands beyond a newspaper business or print guide publisher
    - v) A true partnership, spirit and attitude of product development which gives in-process input and final product approval and oversight to the TTC

- vi) Ability to think and plan out of the box with many capabilities and options for the TTC to leverage
- vii) The institution of marketing with a focus not only on publishing but a broader scope of reaching our target audience through a vast array of technological Medias. Introduction of a focus to actually capture and RETAIN a target audience through during-visit and post visit surveys (via in person and interactive survey systems), contact tracking systems and the creation of a perpetual database capture which both quantifies the effectiveness of our efforts and calls for the valued input and loyalty of our target audience. Our goal is to turn leads into prospects and prospects into visitors for generations to come
- b) Jim Smith, with the agreement of the fulfillment committee members present, determined that the Fulfillment Committee, after a lengthy review process with both responding vendors to the RFP, is recommending the selection the Cassio Group for the production of the 2011 Visitor Guide. Furthermore, the subcommittee is recommending moving to an annual visitor guide versus a Summer and Winter Visitor Guide beginning 2011. The fulfillment committee is aware that the Sun will continue to produce their summer and winter visitor guides.
- c) The fulfillment committee will present to the TTC Board during the June 15<sup>th</sup> Board meeting; the TTC Board will vote during the meeting