

## **TTC Meeting**

April 21, 2009

4:00 PM – Community Center

Voting members in attendance: Bob Hart, Morgan Murri, Jon Johnson, Dan Rosenblatt, Janis Moomaw, Pam Schoemig, Jim Smith, Suellen Loher, John Harper, Angel Pruitt

Non-Voting Members present: Jennifer Green, David Mitchem, Mary Jo Coulehan

Absent: Daniel Gonzales

Others Attending: There was a large turnout of guests, mainly in support of the quality fishing project

1. Call to order
2. Determination that a Quorum (6) was in attendance
3. March minutes – Jon motioned to approve; Dan seconded
4. A few subcommittee reports were moved up to allow PQFP time to set up presentation
  - a. Treasurer's Report (Dan) – Not great news
    - i. Monthly Lodging Receipts Report – Lodging in February was up 13.63% and down in March by 4%
    - ii. Current Finances - cash flow has not been considered up until now; cash flow will be monitored; we should be on stable ground in next 90 days
  - b. Budget (Dan) – See Treasurers Report above
  - c. Fulfillment Package (Jim) - Package is fulfilled; Jim recognized the Sun for their tremendous work; 30,000 printed; all feedback has been extremely positive; group applauded numerous times
  - d. External Marketing/PR (Dan Rosenblatt) – move to end of meeting
5. Pagosa Quality Fishing Project
  - a. Wendy Saunders presented on behalf of the PQFP
    - i. In 2007 – 13,161 licenses sold; Avg. visitor spends \$150 per day; \$2.1M spent by out of state; typical angler spends 5 days; over 80% of CO residents fish in home state; results in increased spending in all areas
    - ii. Goal was to maintain dollars in PS; increased 5%; catching fish bring people back; word of mouth continues when the visitor leaves
    - iii. Media coverage – local, regional and national
    - iv. July and August – 6,941 fishing licenses sold (814 CO; others non-resident)

- v. Avg age: 40-50; household 100k (28% CO); 79% male; based on fish and wildlife stats; stated with or without lodging, fisherman spent \$150 per day.
  - vi. July – non-resident licenses down 23, up by 60 co resident; August stats were up
  - vii. 35% of survey respondents - first time in PS
  - viii. Stocking fees \$48,038
  - ix. Stayed 6 days, \$250 per day; 50% average age
  - x. Marketing efforts: Website, print, pr, photography, other marketing, brochure w/ map (5000 printed) – considered brochures momento of visit
  - xi. [www.pagosaqualityfishingproject.com](http://www.pagosaqualityfishingproject.com) – designed for fisherman with valuable information w/ angler gallery
  - xii. 34,000 web site hits in Sept 08 – Mar 09; most hits have been in 2009
  - xiii. Planning Art Show for fundraising; attending regional civic organization – like Rotary in CO Springs, etc
  - xiv. Last year spent \$64,100 total
  - xv. Proposed in 2009 – TTC \$25k; Donations \$2100; Biz funding 28,000; In kind donations 9,000 – marketing budget \$14k (w/ \$7k in kind donations)
  - xvi. Web: \$2700; Print \$3700; PR \$6300
- b. Janis from events committee – TTC budget for special events was \$20,000; currently there is \$1300 available for fishing project
- i. Bob opened the discussion to committee input
  - ii. Dan commented that \$1300 funding may need to wait until July, for cash flow purposes
  - iii. Morgan and Dan both spoke about the value of the project and indicated the lack of funds was the sole reason for not being able to fund the project entirely
  - iv. TTC, as a group, agreed to assist the PQFP with marketing efforts – email blasts, web site, etc
  - v. Pam Shoemig questioned the amount of money being spent on lodging by fisherman– since TTC funds come from lodging
  - vi. Janis also indicated the events funding for 2009 was specifically provided for marketing events; not capital improvements
- c. The audience wanted to allow public comments; Mark Weiler spoke up on behalf of Town Council to allow public comments, as has been the precedent set by the Mayor
- i. Bob agreed to allow public comments – 2 minutes each; 15 minutes total

1. James Robinson with the Sun asked about the 3-5 year commitment made by the TTC last year when funding was granted; as suggested by the PQFP
  - a. Bob responded that it was not documented in minutes, and no one from the committee could recollect that being part of the agreement last year
2. Don Sullivan – we are developing quality fishing property – the fish put into the river are the marketing and not capital improvement
3. Local retailer, Bruce from the outfitter, spoke up about his store providing fishing brochures to all visitors; truly felt people were coming to town for the fishing project
4. Julie with Galles properties – the entire office provided a letter of support of all members of the Galles team; the letter was read
5. Dick Ray expressed support for the program as a former DOW board member; taxing is an option, but not necessarily workable
6. Thaddeus asked the committee to dig deep and have the courage to support this program; believes they can raise \$15k-\$20k in private donations –with some donations already coming in from out of area
7. Bill Hudson, Pagosa Daily Post, spoke in support of the program, as a former skeptic of the program – he asked the TTC to ignore the \$5000 video contest ad find it within the budget
8. John Unger – thanked the TTC, wanted the TTC to consider 3-5 year commitment and consider support funding the project
9. David Cammack asked if there really was no budget – Janis and Bob reiterated that the only available funds were \$1300
10. The owner of First Inn spoke - angry about the TTC's decision and from his perspective the only thing the TTC has supported that brought business to his lodging establishment is the PQFP
11. Larry Fisher asked what we planned for next year
  - a. Dan agreed to review and plan for future project support; further discussion determined in budget meetings for 2010, the fishing project will be considered – but not necessarily for \$25k each year
12. Shari Pierce thanked the committee for allowing members of the audience to speak

## 6. Remaining Subcommittee Reports

- a. Website- (Jennie) – need to revamp; formed new committee to work on website – Bill Hudson, Wendy Saunders, Suellen Loher and Kimberly Siler will participate; Jennie to arrange a meeting
- b. Events – (Janis) – although out of money; the nordic club has requested \$7500 the events committee determined, given budget, they could fund \$2500; Life at Chimney Rock has requested \$500, request tabled until they provide additional information
  - i. Clarification of how there is money available for other requests after the Fishing Project was only funded \$1300; during the events committee, Thaddeus from the Fishing Project would only consider full funding; the events subcommittee then decided to consider other requests
    - 1. Thaddeus added that they he only asked for the subcommittee to go back to the TTC and find the budget
    - 2. The committee debated tabling the entire issue to try to find additional funds for the fishing project; the committee continued to discuss and determined that all projects warrant discussion and all of the funds can't go towards one event; funding is also available on a first come first serve basis
  - ii. James Dickhoff spoke about the Nordic Club request; Extend West Fork; adding additional 4 trail heads next winter; looking at equipment – new grooming machine; taking trail system from 6 km to over 55km next winter – all funding will go towards marketing; James suggested they could put their funding off until August for cash flow
    - 1. Janis motioned for \$2500 to the Nordic Club; Jim is seconding; committee voted, 10 voted in favor, one abstained
- c. Visitors Center report (Mary Jo) – Mar 09 - 1300 packets compared to 650 last Mar; up in 2009 600+ packets; TX requests more than any other states; Madden hits Sunday – which will increase fulfillments; French FAM trip last Sun – very successful and great contact with new coordinator to bring more groups through; Visitor Center changes look great; brochures coming
  - i. See report for additional information
- d. Out of the Box Brainstorming (Jim Smith) – no update
- e. Lodging Occupancy Reports (Daniel) – no update; Daniel wasn't able to make it
- f. Lodging tax audit (Daniel) - no update; Daniel wasn't able to make it
- g. Local Collaboration/ Local PR (Morgan Murri) – Morgan presented draft Letter to the Editor to create Local Collaboration; Jennie to add [ttc@visitpagosasprings.com](mailto:ttc@visitpagosasprings.com); Morgan will monitor email; create “go to event” support team
- h. Capital Projects (Suellen) - Spoke with Jim regarding Capital Improvement; bids come in this Friday; meetings in next few weeks

- i. Viral Marketing (West) – West was not in attendance
  - j. Customer Service program (John) – Presented proposal; provided hard copies; working with Mary Jo, Bob asked about forming a committee, John thought working with Local Collaboration would work; possibility to tag team with Chamber efforts
    - i. John thinks it could fit under collaboration committee; and reinforce chamber efforts; need to determine funding of \$820; Pam to discuss with lodging association
  - k. Fireworks – to have fireworks, we need \$15000; Town has \$100 in account right now; Janis suggested approaching Rotary about charging fees for parade participation; TTC will continue efforts; David indicated time was of the essence
7. TTC Coordinator Report
- a. Central Reservations – Gateway to launch in next few weeks
  - b. Phil Keoghan in Pagosa! Great Success!!!!
  - c. See full report for additional detail
8. Chairman’s Report (moved to end of meeting)
- a. Stating everything had already been discussed, Bob thanked everyone for their dedication and hard work
9. Old Business – none
10. New Business
- a. Mary Jo read a thank you card received from Phil’s group
  - b. Bob and Jennie will be speaking at first Wake Up Pagosa Meeting on May 5<sup>th</sup> at Pagosa Mountain Hospital at 7:30am
  - c. Public comments
    - i. Thad expressed sentiment about the volunteer efforts; we’re all trying to get work done
11. Marketing Committee – Barnhart Discussion
- a. Dan discussed conference call with Barnhart regarding PR; decision has been made to put further PR with Barnhart on hold
  - b. Dan discussed marketing meeting on 4/15 where the new ad concepts from Barnhart were reviewed; the TTC was not happy with the results and sent a letter and Barnhart has sent new versions to review
  - c. Jennie reviewed new ads received from Barnhart
    - i. Tagline has been changed to “Refreshingly Authentic”

- ii. New headlines presented for Norm
- iii. Image options provided for Bob Goodman
- iv. Jennie asked group to email their votes; meeting may be arranged to gather final comments from marketing committee

12. Adjournment – Bob moved to adjourn at 7pm, Janis seconded, no objections