



Minutes

Pagosa Springs Town Tourism Committee

Monday, February 1st, 2010

Town Hall

10:00am – 11:00am

Meeting called by: Bob Hart

Attendees: Voting Members - Daniel Gonzales, Bob Hart, Angel Preuit, Keely Whittington, Jon Johnson, Pam Schoemig

Absent: Morgan Murri, Jim Smith, Larry Fisher

Non Voting Attendees; Jennifer Green

1. Call to Order
2. Determination Of Quorum (6)
3. Special meeting was called to discuss the Website subcommittee's vendor selection for the Website RFP
 - a. Keely Whittington reviewed the selection process
 - i. 15 responses were received by the January 20th deadline
 - ii. Subcommittee met on Thursday, January 21st to review all proposals
 - iii. Jennie prepared ranking system based on how well responses addresses specific areas of RFP; responses were ranked on thoroughness and whether requirement was included in cost estimate

- iv. 5 vendors were selected for follow up interviews
 - v. Interviews were conducted on Monday, January 25th and Tuesday, January 26th
 - vi. Most interviews included demo of proposed CMS
 - vii. Selection Committee narrowed the selection to 3 finalists
 - viii. Committee conducted in depth reviews of RFP response and proposed CMS
- b. Keely Whittington reviewed the two finalists:
- i. YFactor
 - 1. Strengths:
 - a. Extremely impressive CMS – with itinerary planner
 - b. Lowest cost for website design and development of the 3 finalists (\$9,100)
 - c. Revenue model built in – banner ad capability, business listing upgrades
 - 2. Weaknesses:
 - a. Monthly license/hosting fees were \$400 – ongoing!
 - b. After 5 years with new site, TTC would pay \$24,000 just for hosting and CMS licensing
 - c. Design work was unimpressive; previous work seemed very template-like
 - d. Toronto, Ontario – based; no US references provided
 - ii. Jesse James Creative
 - 1. Strengths:
 - a. All around branding & marketing communications firm
 - b. Best response to RFP – most thorough, carefully reviewed existing website and provided suggestions
 - c. Strong overall – designs, CMS
 - d. Willingness to work with us to add features to CMS (and share development costs)

- e. Cost estimate provided all RFP requirements for \$10,000
- f. Strong references – previous chamber experience, similarly scoped projects
- g. Collaborative attitude

2. Weaknesses:

- a. JJC's CMS is not quite as "polished" as iCMS, but still an extremely robust CMS

iii. Daniel Gonzales motioned to approve Jesse James Creative as the awarded vendor of the TTC website redesign and upgrade RFP, Jon Johnson seconded, all approved

- 1. The group discussed their appreciation of the efforts reviewing the proposals
- 2. Bob Hart thanked everyone for fantastic results

c. Pam Schoemig motioned to end the meeting, Daniel Gonzales seconded the motion, all approved – meeting adjourned