

TTC Board Meeting
September 16, 2008
4:00 PM – Community Center

Voting members in attendance: Janice Moomaw, Marcy Mitchell, Daniel Gonzalez, Bob Hart, Angela Atkinson, Crista Munro, West Davies

Non-voting members present: Mary Jo Coulehan, Tamra Allen, Dianne Calderon

Old Business

1. Approval of August Meeting Minutes – Bob motioned, Daniel seconded. Motion passed.
2. Barnhart presented Discovery/Assessment findings by phone to group. They will recommend a media plan advising not fragmenting limited marketing dollars. The goal is to increase awareness, inquiry and visitation by first time visitors. They will reveal brand strategy in next few weeks. Also working on PR timeline for fall & winter activities.

New Business

1. Special Events
 - a. James Dickoff – Nordic skiing needs. James told the TTC that the current volunteer groomers & equipment will be retiring in the very near future and that if Pagosa is to continue to have groomed Nordic ski trails \$22,400 must be raised to purchase new equipment. No funding was granted, but the TTC expressed its support for the project and encouraged James to form a club with members to raise funds.
 - b. Music Boosters – asking for \$2500 to expand marketing outside of area. The next show is the week before Thanksgiving. Mary Jo expressed concern that people from outside the area will not travel that week since they will be traveling the following week. Dale Morris said that in the past their holiday shows have been mostly attended by locals. The difficulty lies in reserving the theater (school gets first preference). Bob Hart is concerned that the Boosters are giving away money, so essentially TTC would be giving MB money to then give away in scholarships. Marcy moved to fund the \$2500, stipulating that tear sheets and receipts would have to be provided for marketing reimbursement, and that zip codes would have to be collected at the door. Daniel seconded. Bob asked for a discussion, citing that he's not sure TTC has the money to fund MB this year. He would like to make the decision after board goes over budget. Angela suggested waiting for one more month of lodgers' tax revenues on Oct. 21. Marcy revised her motion to table MB funding decision to October 21 meeting. Daniel seconded. Motion passed.
2. New Board Members – 2 open positions
 - a. Morgan Murri – made an informal presentation to the board outlining his past marketing and business experience. He is currently running a brand new event, the trail race at the Mountain Chile Cha Cha. He is an avid outdoor athlete and wants to focus on bringing more 35-54 year-old adventure athletes to Pagosa Springs.
 - b. Mat de Graf – not at meeting. Just moved here from Boulder. Works in the solar industry and commutes full-time to Durango.
 - c. Jim Smith – not at meeting. Marcy wants to be sure any perceived conflict of interest with Jim serving on TTC would be dispelled prior to appointing him. Bob Hart pointed out that in a town the size of Pagosa Springs, virtually anyone serving on a volunteer

board has some kind of conflict of interest and that the board can certainly work around it.

- d. Zella Scheer – not present. Dianne said she had planned to attend the meeting. No one on TTC knows her. There was concern about the fact that only one candidate was present at the meeting. It was decided that Dianne would formally invite the other 3 candidates to the October meeting. Marcy moved to recommend that Town Council appoint Morgan Murri to fill one of the two positions and to table the other open position until the other candidates were given an opportunity to address the board personally. No new applications would be taken. West Davies seconded. Motion passed.
3. Budget Discussion – Angela recommends the board deciding on funding priorities for 2009 since the budget will have to be adjusted down due to shrinking lodgers tax revenues. Marcy said her priority is media placement, and expressed concern that the 2009 budget is reflecting a \$30,000 decrease in placement from 2008. Bob suggested building the reserves back to 10% of the budget, then putting any overage dollars into media placement. Marcy asked that all board members email their #1 priority, and also the area they would cut back on if necessary.
4. Conversion Study – Marcy moved to roll the \$15,000 budgeted in 2008 for a conversion study over to 2009. Bob seconded. Motion passed. (Angela Atkinson abstained due to potential conflict of interest issues pertaining to RRC)
5. VC Management Contract – Mary Jo will present the current contract to CTC and the Chamber Board. Bob asked that “proportional share of the costs” be removed from paragraph 5 under Maintenance. Crista noted that it was hard to offer any input on the contract having just seen it for the first time, and asked that Dianne send out the meeting packets a few days in advance of the meeting.
6. Visitor Center report – visitor numbers are down. Packet requests are up.
7. Misc. – Marcy asked to proof email blasts before they are sent out, noting two errors in the most recent correspondence. Bob would like to form a PR sub-committee to work on some PR in house.

Janis motioned to adjourn. Daniel seconded.