



Minutes

Pagosa Springs Town Tourism Committee

Tuesday, October 20, 2009

Community Center

4:00pm – 6:00pm

Meeting called by: Bob Hart

Attendees: Voting Members - Daniel Gonzales, Larry Fisher, Bob Hart, Morgan Murri, Pam Shoemig, Jim Smith, Angel Preuit

Non Voting Attendees; Jennifer Green, David Mitchem, Patricia Shoffner, Bill McKown

Absent: Dan Rosenblatt, Mary Jo Coulehan, Keely Whittington, Jon Johnson, Janis Moomaw

Please review: September Minutes, Any committee reports that you receive

Please bring: Agenda, Any Committee reports you feel are needed

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1. Call to Order
 2. Determination Of Quorum (6)
 3. Approval of Minutes – September – Daniel motioned, Morgan seconded, all approved
 4. Chair Report – Bob
 - a. Welcome New Committee members, Larry Fisher, Keely Whittington
 - b. Bill McKown - 2011 Airshow
 - i. Bill presented on the Four Corners Regional Air Show – to be held in August 13-14, 2011

- ii. Creating “steering committee” to oversee event planning and management – Greg Shulte, Bill McKown, Bob Hart, Janis Moomaw, Mike Alley, Lodging Association
 - 1. Daniel Gonzales volunteered to join too
 - iii. Submitting request for military aerial support, need FAA approval
 - iv. Greg Shulte suggested this event can be used to promote the area as an aerial destination; runway is 8,000 feet long, with great facilities to begin attracting air traffic to Pagosa
- 5. TTC Coordinator Report
 - a. 2010 CTO Marketing Grant – TTC awarded \$15,000 based on proposal to test new marketing options through TripAdvisor.com and Texas Monthly Online.
 - b. Marketing meeting to review Class presentation and handout – Monday at 10 a.m. at River Pointe Café
 - c. Classes begin next Tuesday
- 6. Treasurers Report – Dan (Jennie)
 - a. Monthly Town Lodging Receipts report (if available)
 - i. September looks flat; still awaiting a few properties to submit payments
 - b. Current finances – Bills are being paid
- 7. Subcommittee Reports
 - a. Budget – Dan (Jennie)
 - i. Presented to Town Council today; feedback was very positive
 - b. Fulfillment Package – Jim – Winter “Official Visitors Guide”
 - i. Winter guide is out
 - c. External Marketing/PR- Dan Rosenblatt (Jennie)
 - i. Classes begin next Tuesday
 - ii. 2010 marketing plan has been ironed out
 - d. Website- Jennie
 - i. Jennie to work with Patricia to begin passing ongoing updates to website

- ii. Media Kit needs to be added
 - e. Events – Janis – Morgan provided update
 - i. Committee met to review applications Oct 6th
 - ii. Jennie has followed up with all applicants to schedule presentations, request additional information or advise them of overall eligibility – Presentations to the events subcommittee are scheduled Nov 4th & 5th from 2pm -4pm
 - iii. Jennie reviewed list of applicants for funding - \$130k requested from 12 entities; events requesting funding include: FolkWest, Nordic Club, 2011 Air Show, Fireworks, Summer Concert Series, Pagosa Quality Fishing Project, Duathlon, Music Boosters, Cruise-a-Thong, Gecko and Fiber Festival
 - f. Visitors Center report – Mary Jo
 - i. Winter guide mailing to all who have requested winter information since Summer guide has been available – approx 2000
 - ii. Discussion to drive and deliver visitor guides to SW area visitor center; Patricia volunteered, one of the town vehicles can be used
 - g. Out of the Box Brainstorming – Jim Smith
 - i. No update
 - h. Lodging Occupancy Reports – Daniel
 - i. Daniel presented numbers, showing slight declines in the properties that report
 - i. Lodging tax audit – Pam
 - i. No update
 - j. Local Collaboration/ Local PR - Morgan Murri
 - i. Fireworks funding – need to determine ways to raise money through an event, fundraiser, etc.
 - k. Capital Projects – Jon Johnson – Signage and Wayfinding
 - i. Meeting on Monday at 9am at River Pointe
 - l. Viral Marketing – West
 - m. TTC Marketing Class - Jennie
- 8. Old Business –

- a. Lodging meeting report – Morgan attended last Lodging Association meeting, discussed Jennie’s time and TTC representation with Lodging Association; all agreed to keep dialogue open and have at least one Board member present for Lodging Association meeting;
- b. Encourage event planners to work with Lodgers

9. New Business

- a. Public Comment
- b. Any other new business to come before the Committee
 - i. AEDA, Town and County discussions to determine roles and make sure each group is well-defined and not overlapping, but also working together to continue to promote relocations and businesses. TTC is encouraged to attend the Thursday 10:30 am Town Council work session
 - ii. Electrical in Town Park is being discussed to determine cost and overall need; Jennie asked for Board members to send her specific events that had been impacted

10. Adjournment – Jim motions, Daniel seconded, all approved