



Minutes

Pagosa Springs Town Tourism Committee

Tuesday, November 16, 2010

Community Center

4:00pm

Meeting called by: Bob Hart

Attendees: Voting Members; Daniel Gonzales, Doris Green, Larry Fisher, Bob Hart, Jon Johnson, Thad McKain, Morgan Murri, Angel Preuit, Pam Shoemig, Jim Smith, Chirag Patel

Absent: Doris Green, Larry Fisher

Non Voting Attendees; Jennifer Green, David Mitchem, Mary Jo Coulehan

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

Please bring: Agenda, Committee reports

1. Call to Order
2. Determination Of Quorum (6)
3. Approval of Minutes – October
 - a. Daniel Gonzales motioned, Morgan Murri seconded, all approved
4. Chair Report – Bob
 - a. Give a day, Change a Community
 - i. Last Saturday was extremely successful; clearing of trees and branches have been completed, dirt work began; berms at bottom of hill remaining
 - b. Janis Moomaw – CDC

1. Steve Vassallo asked Janis Moomaw to present regarding possible funds for the 2011 Nashville Songwriters symposium
2. Janis Moomaw provided an overview and handout regarding the event and proposed songwriters to be featured
3. Nashville, Jackson, New Orleans, Baton Rouge
4. CDC is asking for \$10k to promote this event in magazines, TV, press, and road show – all monies would be spent for marketing
5. Governor Hickenlooper will kick off the event
6. Jon Johnson asked how much is earmarked for the event overall
 - a. Janis stated that no specific amount has been designated
 - b. Mike Alley commented that many important people have spoken in support of this event
 - c. Mary Tighe spoke that this first event is intended to spawn future events
7. July 2011 will be country and pop music
8. Events subcommittee will meet on Wednesday, December 1st 2010 at 9:30 am at Pagosa Lodge to consider the request

5. Treasurers Report – Angel Preuit

- a. Monthly Town Lodging Receipts report (September)
 - i. September 2010 was up 16.07% versus 2009; 2010 is 8.56% up over 2009
- b. Current finances – Angel – cash flow is tracking nicely; we have few expenses remaining for the budget year; overall account will continue to grow

6. Subcommittee Reports

- a. Budget – Angel Preuit – Town Council meeting went well; stay tuned for future budget meetings with Town Council
- b. Fulfillment Package – Jim Smith
 - i. Jennie provided overview of the proposal for fulfillment services provided to fulfillment subcommittee last month; amount requested is budgeted for 9 months in 2011 and 3 months in 2012

- ii. Jim Smith motioned that the Cassio Group provide fulfillment services for 2011; Morgan Murri seconded, all approved
 - iii. Jennie will send contract for review and have Town Council approve during Dec 7th meeting
- c. Marketing, website – interim - Daniel
 - i. Daniel provided an overview of the last marketing meeting
 - ii. Jennie explained that a more detailed 2011 marketing plan will be presented to the marketing subcommittee during the next scheduled mktg meeting on Dec 7th at 9am at Pagosa Lodge
 - iii. Bob asked if marketing should be cut back, since numbers continue to rise
- d. Trade Shows –Pam
 - i. Trade show subcommittee will meet in February and determine plans for 2011 trade shows
- e. Central Reservations- Pam
 - i. Pam provided reports sent by Kory; October website numbers reduced significantly
 - ii. Things have quieted down significantly
- f. Events – –Daniel
 - i. Town Council concerns w/ new vs. established events
 1. Event applicants are required to follow guidelines
 2. All event promoters are required to conduct surveys
 3. TTC covers marketing efforts
 4. TTC does not penalize the group for success
 5. Measure performance on a sound return on investment
 6. Special consideration for event during slow growth periods
 7. We do like events to be self-sufficient, however, do not set a timeline
 8. Funded events are required to attend marketing classes to better understand event promotion in area
- g. Visitors Center report – Mary Jo

- i. 41% increase in 2010 over 2009; TX remains top in guide requests and visitor center foot traffic
 - ii. Jennie explained that surveys will cost \$13.50 per month, per 1000 live responses; Email account has been upgraded to monthly flat fee, plus survey – surveys should go out tomorrow
 - iii. Visitor Center numbers are flat compared to 2009; currently up about 1%; Saturday remains busiest day
- h. Special Projects – Jim Smith
 - i. Want to reprint John Motter’s book
- i. Lodging Occupancy Reports – Daniel
 - i. Daniel waiting until Nov 22nd to update report
- j. Capital Projects – Jon Johnson – Signage and Wayfinding – Grant process
 - i. Monday, December 6th at 9am at River Pointe Café for next meeting
- k. Reservoir Hill Task Force – Reservoir Hill Improvements -Thad McKain, Larry Fisher
 - i. Thad thanked everyone for their help on Saturday
 - ii. Model has arrived – begin the process of getting community input
 - iii. Naming process has been kicked around to rename Reservoir Hill; this week
 - iv. Lift opportunity- Bob Hart provided an overview of a lift and rope tow that a ski area would like to give away, if someone will pay to take it down – approximately \$35k; another \$!50k to put the lift back up
 - 1. First step is to have an engineer look at the lift to make sure it handle needed capacity and dual uphill / downhill transport for Res Hill
- l. Visitor Center subcommittee –Morgan Murri
 - i. Visitor Center Management Agreement
 - ii. Morgan provided an overview of the visitor center management agreement and explained that the appendix will provide additional specification for expected tasks
 - iii. Jennie explained the appendix might include capital improvements and incorporating technology, such as information kiosk

1. Mary Jo asked about website updates, etc. Morgan explained that the day to day duties aren't detailed, a point of contention previously – they are being tasked with running the visitor center
 - iv. Bob Hart expressed concerns about signing the contract without an appendix; Mary Jo stated the Chamber had similar concerns
 - v. Morgan and Jennie will get an appendix out in the next day for quick review, based on the above
 - vi. Jim Smith motioned that we approve the new visitor center management agreement; Daniel Gonzales, all approved
 - m. Grant Subcommittee
 - i. Morgan Murri volunteered as chair
 - ii. Meeting scheduled November 23rd at 8:30am at River Pointe Cafe
7. TTC Director Report – Jennie
 - a. Facebook – we get the biggest bang for the smallest buck using certain tools
 - b. Jennie is having a static fbml page created and incorporating new facebook contest app – will serve as a landing page to new traffic to Pagosa facebook page to help drive conversions
8. Old Business
 - a. None
9. New Business
 - a. Jon Johnson provided an update on High School internship program; high school is interested; stay tuned for more updates
 - b. Elk population and hunting
 - i. Willie Swanda presented on the overall health of the Elk population; and other migratory animals
 - ii. 17k-20k heads of elk reported by DOW; 67% of hunter to Pagosa do not return
 - iii. We have catered to the Wal Mart hunters; northern states and AZ faring better in migratory population

- iv. Pie is getting smaller, but Pagosa is losing its portion of the pie
 - v. Hunters today represent campers or hunters that have purchased real estate
 - vi. Willie would like the TTC to host a meeting, he will present on Monday, December 29th
 - vii. Capturing local hunters and drive in market; not the hunters that spend large dollars
 - viii. Jennie to secure South Conference Room
 - ix. Morgan Murri asked for clarification on the meeting dates; Willie is asking the TTC to host a meeting for local stakeholders on Monday, Nov 29th; Meeting with DOW is scheduled for Dec 6th
- c. Public Comment
- i. Mary Jo Coulehan asked Board members to provide a letter of support to help secure the CO Entrepreneurs Marketplace
 - ii. Jennie explained the TTC had already provided a letter
- d. Any other new business to come before the Committee

10. Adjournment

- a. Jim Smith motioned to adjourn; Morgan Murri seconded, all approved