

Minutes

Pagosa Springs Town Tourism Committee

Tuesday, August 24, 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, Angel Preuit, Pam Shoemig, Jim Smith

Absent: Morgan Murri

Non Voting Attendees; Jennifer Green, Mary Jo Coulehan, Dan Appenzeller, Chirag Patel, Shari Pierce, Jeff Bouwer

Please review: July 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 – July – Daniel Gonzales motioned, Angel Preuit seconded, all approved
4. Chair Report – Bob Hart
 - a. Open Seat – Bob indicated that we have an open seat, which technically belongs to the Lodging Association
 - i. Bob asked the committee if we should redo the bylaws to open the seat up to non-lodgers
 - ii. Pam Schoemig spoke up about how she feels it is extremely important to have lodging voice on the committee
 - iii. Pam introduced Chirag Patel, new owner of Pagosa Lodge, and mentioned that he would be interested in filling the open TTC Lodging association seat
 - iv. Chirag Patel spoke to the group; Pagosa Lodge is their 5th property, first property was purchased in Red River NM in 2003; Chirag grew up in Kansas and went to school at Kansas State University

1. Bob asked if Chirag if he would have the time to dedicate to the Board
 2. Chirag stated he lives in Pagosa full time and his focus is Pagosa
 3. Pam Schoemig motioned to have Chirag Patel fill the TTC open Lodging Association seat; Jon Johnson seconded; all approved
- b. Retreat
- i. During a recent budget meeting, Angel asked a question which made the other attendees realize it was time to set TTC goals and objectives so that we can determine where our focus should be for 2011 spending
 - ii. Retreat scheduled Friday, Sept 17th at 9am at River Pointe Café (or another location TBD); Jennie tasked with determining specifics for 20+ people
5. Treasurers Report – Angel
- a. Monthly Town Lodging Receipts report (July) – still awaiting two payment for July numbers to be completed
 - b. June numbers ended 13.4% up over 2009, which puts us at 10% up for the year
 - c. Current finances – Angel – all is being managed
6. Subcommittee Reports
- a. Budget – Angel Preuit
 - i. Review and Discuss 2011 Preliminary Budget – plan to approve 2011 budget for September 21st – budget will be large portion of Retreat discussions
 - ii. Mary Jo asked about when TTC would need final visitor center numbers; Angel indicated as soon as possible
 - b. Fulfillment Package – Jim Smith
 - i. Hunting Supplement will be available next week
 - ii. Fulfillment Services RFP Update – deadline for responses Friday, Aug 27th; Chamber has decided not to respond
 - c. Marketing, website – Daniel Gonzales (interim) – Daniel provided overview from marketing meeting – not advertising in Santa Fe Guide, reducing CO State Vacation Guide to one page and addressing SW Guide placement
 - i. Group also discussed PR in 2011 and enhancing the trade show presence
 - d. Trade Shows–Pam Schoemig

- i. Quick discussion of upcoming ski shows –Albuquerque and Denver
- ii. Proposed Tourism Conference – review attached Tourism Conference Overview
 - 1. Pam explained that there continued to be confusion over what group does what in the community; this event should help introduce each group and help businesses understand how best to reach tourists
- e. central reservations- Pam Schoemig
 - i. Jennie Green and Pam Schoemig had a conference call with Kory Samson at Gateway to increase number of participating lodgers
 - ii. Pam provided an updated report which shows the increase in traffic and bookings through Gateway since new site launched June 10th
 - iii. Pam discussed the phone number listed on the website directs to the Visitor Center and she felt the TTC should drive more phone calls to Gateway
 - iv. Kory spoke that Gateway wants to figure out the relationship with Pagosa, increase suppliers and make this successful for all
 - v. Mary Jo Coulehan asked for clarification on the conversion rate from phone calls; Gateway reported 9% phone conversion
 - vi. Pam Schoemig suggested a luncheon with Gateway for Oct 5th to meet Kory and team; Kory is going to do the legwork to help get attendees
 - vii. Pam continued to discuss the benefits of Gateway and how they have been incredibly beneficial to her property
 - viii. Patricia Shoffner pointed out that an individual had a difficult time cancelling a reservation; customer was unhappy with the lodging option when they arrived and went to Visitor Center to try to cancel
 - 1. Kory explained that Gateway honors the cancellation policies of the properties
 - ix. Pam discussed a luncheon for Gateway to help introduce them to area businesses; proposed Oct 5th
- f. Events – Daniel Gonzales
 - i. Revisions have been made to the events application to 2011; Jennie to publicize this week, with deadline in mid Sept
 - ii. Chimney Rock and Nordic Ski Trails have been determined to provide ongoing activities for tourists when they are in town

- iii. David Mitchem has asked TTC to fund fireworks; Events subcommittee will review
 - iv. David Mitchem asked the TTC (via Jennie) to bring rodeos back to Pagosa; Jennie spoke with Keely, who is interested in assisting TTC efforts for 2011 summer rodeo series
- g. Visitors Center report – Mary Jo
- i. Fulfillment requests for July were down 31% from 2009
 - 1. Jennie indicated that she has spoken with visitor center to get weekly updates to monitor overall numbers; various marketing campaigns can be adjusted to address during month; Jennie also noted that August is currently 41% up over 2010.
 - ii. Visitor Center traffic increased by 3 people in July; an increase is an increase!! Mary Jo aims for 10,000 in 2011
- h. Special Projects – Jim Smith– no update
- i. Lodging Occupancy Reports – Daniel Gonzales
- i. Properties are trending along lines of tax receipts
 - ii. Bob Hart thanked Daniel for his efforts each month; explaining that he goes to Town Hall and digs through information to compile report
- j. Capital Projects – Jon Johnson – Signage and Wayfinding
- i. New signs are up; lighting coming soon
 - ii. Jon provided kudos for the signage subcommittee to bring this project to fruition
 - iii. Jim Smith asked about forming an overall committee to review capital projects
 - iv. Subcommittee meeting scheduled for Wednesday, Sept 8th at 9am at River Pointe Café
 - v. Bob Hart pointed out it was Jon Johnson’s tremendous efforts and dedication to the project to lead such a strong team of volunteers to accomplish the 2010 signage implementation
- k. Reservoir Hill Task Force – Reservoir Hill Improvements -Thad McKain, Larry Fisher
- i. Larry explained that the committee is evaluating short term and long term goals, while making short term progress

- ii. Next step is to present to Town Council; subcommittee really wants to show progress this winter
 - iii. Bob Hart provided an updated on the flyover; Mike Allen placed all of the Red Xs on Reservoir and flyover was done last weekend
 - 1. Outcome is to get a model created to determine actual plan of action
 - iv. Larry said the next step is presenting to local government; everything is preliminary
 - v. Larry described new winter vision to audience, based on the subcommittee's field trip – sledding hill, single sled run, ski lift location – all fits together on a north - northwest facing slope, above the trailhead behind Spa Motel.
- l. Visitor Center subcommittee - Jim Smith
- i. Meeting scheduled for Friday, Aug 27th at 9am at River Pointe Café with CTC, Chamber and TTC
 - ii. Jim Smith explained the first meeting will set goals and direction for the subcommittee, with the goal of moving forward together in concert and unity

7. TTC Director Report – Jennie

- a. CTO Grant- 2011 application and 2010 Final Report submitted to state; Final Report provided to Committee to review
- b. Quiznos Pro Challenge is underway. Morgan Murri has been a tremendous asset to the community in driving this effort – long before anyone knew it was on the horizon. Last Thursday, Aug19th, a community meeting was held to review the opportunity, the group decided we should respond to the RFP. An RFP review meeting was held this morning; Morgan sent out an email that the Selection Committee contacted him for a site visit to Pagosa on Sept 7th; the RFP deadline is Sept 10th
- c. Review report for additional information

8. Old Business

- a. High School Internship Program

- i. Overview drafted; Jon Johnson new chair of effort; attempting to schedule a meeting with high school stakeholders

9. New Business

a. City Market Closure

- i. Bob addressed the closure of City Market and asked the group for comments
- ii. Mary Jo wasn't sure about tourism impact for the closure; critical mass goes to uptown City Market
- iii. Shari Pierce indicated that Steve Vassalla with CDC had a meeting scheduled and was handling the discussions with City Market Headquarters

b. Public Comment

- i. Dan Appenzeller spoke up that he appreciates the TTC efforts; doesn't understand the negative press the TTC receives; The TTC has achieved the tasks at hand in a down economy
- ii. Dan indicated that Folk West cannot tamper with the soil until June; Town deep seeded meadow which pulverized the seed to dust – dusty events are bad for long term attraction; Four Corners Folk Festival brings about 3500 tourists; Dan is asking the TTC to consider contributing to a Sept reseeding effort to properly prepare for 2011 events
 - 1. Larry suggested a special meeting to review budget;
 - 2. TTC decided to meet at Monday, August 30th at 1pm at the Community Center to review further

c. Any other new business to come before the Committee

10. Adjournment – Daniel motioned, Jon seconded, all approved