

# Minutes

## TTC Meeting

July 21<sup>st</sup>, 2009

4:00 PM – Community Center

Voting members in attendance: Bob Hart, Morgan Murri, Jon Johnson, Dan Rosenblatt, Pam Schoemig, Jim Smith, Angel Preuit, Janis Moomaw, Daniel Gonzales, Pam Schoemig

Non-Voting Members present: Jennifer Green, David Mitchem, Mary Jo Coulehan,

Absent: Suellen Loher

1. Call to Order
2. Determination Of Quorum (6)
3. Approval of June Minutes –Daniel motioned and Dan seconded; all approved
4. Chair Report – Bob
  - a. Board Position open – John Harper must step down from his position, but he is currently working in Denver and isn't able to attend meetings
    - i. Bob has suggested Siri Schuchardt fill the open seat; Siri is interested
    - ii. Siri has a degree in PR, background in event planning, currently handles Humane Society events, volunteers at the hospital, visitor center diplomat
    - iii. TTC to investigate proper protocol on filling open seats; Jim motioned, Dan seconded contingent on protocol; Siri decided at the end of the meeting that she may not have the time commitment needed to serve on the TTC
5. TTC Coordinator Report
  - a. CTO Grant Opportunity – Meeting scheduled for Monday, July 27<sup>th</sup> at 10am at Riverpointe Café to brainstorm
  - b. Gateway – In its first month live, Gateway booked \$4,236.13
  - c. CD Project – Jennie provided overview; more discussion in marketing meeting
6. Treasurers Report – Dan
  - a. Monthly Town Lodging Receipts report – June 2009 was up by 12% over June 2008
  - b. Current finances – repayment of loan for additional Visitor Guides is underway; BoCC approved to grant \$5000 to the TTC to help with the reprint effort; TTC will borrow half of what Town Council approved – repayment will begin in August

## 7. Subcommittee Reports

- a. Budget – Dan
- b. Fulfillment Package – Jim – Winter “Official Visitors Guide” – Jim motioned to move forward with the contract with Tor for Northstar to reproduce the Pagosa Springs area maps to be included in future visitor guides; Morgan seconded; All approved
- c. External Marketing/PR- Dan Rosenblatt – media list input; please send to Jennie; Press kits in process
  - i. Marketing / PR / Budget /Etc. meeting scheduled for Tuesday July 28<sup>th</sup>, beginning at 10am at Riverpointe Café
- d. Website- Jennie – lots of updates; discuss and review during Tues 7/18 meeting
- e. Events – Janis – letter to event folks to be sent out next week; Jennie to coordinate with CTC (Mary Jo) on dates
- f. Visitors Center report – Mary Jo – 288% increase in fulfillments in June 09 vs June 08; foot traffic is up at visitor center; not sure how much of increase is result of Madden
  - i. Meeting scheduled with Postmaster General Wed at 11am with Bob, David Mitchem, Mary Jo and Jennie to discuss 2010 postage and plans
- g. Out of the Box Brainstorming – Jim Smith – no update
- h. Lodging Occupancy Reports – Daniel – no update
- i. Lodging tax audit – Daniel – recommendation to Town Council to approve lodging facility audits
  - i. Committee formed; members include: Ronnie Zaday, Gloria Duran, Marsha Preuit, Pam Schoemig, Daniel Gonzales, Jacque Aragon
  - ii. Group pulled together list researching vrbo, trip advisor, advertising, etc
  - iii. Looking into state statute and home rule
  - iv. Gateway needs to require sales tax license; investigate county land use code; map of land use - county vs town; properties in PLPOA in violation?
  - v. Do rentals meet safety requirements, inspection from fire department, rental insurance, etc.
    1. Bob mentioned that safety issues should be handled by separate entity – not enforced by TTC or CTC

- j. Local Collaboration/ Local PR - Morgan Murri
    - i. Gecko had 153 attended; 136 finished; almost all new attendees
    - ii. Motorcycle rally – 1<sup>st</sup> test to see what kind of group could be organized for future rallies
    - iii. Morgan presented letter – 1<sup>st</sup> draft of TTC Good News or “State of Tourism” – Jennie to submit to media outlets next week
  - k. Capital Projects – Suellen
    - i. Jon and Mary Jo met; want to form committee to begin moving forward on plan in place
    - ii. Jim suggested a raffle to raise money to help offset costs
  - l. Viral Marketing – West – no update
  - m. Customer Service program – John – Mary Jo working with Durango to bring in a speaker in 2010; Bob suggested next month we find a new committee chair, in light of John stepping down
8. Old Business –
- a. Discussion of County Lodging facilities voluntarily collecting a fee in the amount equal to Town Lodging Tax and submitting to TTC for increased marketing opportunities.
  - b. Discussion of sales tax rebate to businesses staying open extended hours – David presented updated economic incentive plan, as will be presented to town council on Thursday
    - i. Interested in determining how to achieve TTC’s inclusions into plan without impacting sales revenues now
9. New Business
- a. River Tubing – Siri Schuchardt –the river latterly has reminded her of New Braunfels, TX years ago– need to promote tubing; the sheer number of people seen in the river this year is great – need to make sure tourists know they can tube
    - i. David mentioned he has been fielding calls to add new river features; the recent river work was tedious and time consuming, but with the same level of support as the last project, certainly a consideration
    - ii. Additional features require more money, volunteers, etc.
  - b. Public comments

c. Any other new business to come before the Committee

- i. Debbie McKowen introduced the Stevens Field Auxiliary to promote the airport; looking for more volunteers to help; Big air show event planned in 2011

10. Adjournment – Jim motioned; Morgan seconded – all approved