



Minutes

Pagosa Springs Town Tourism Committee

Tuesday, June 15, 2010

Community Center

4:00pm

Meeting called by: Bob Hart

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

Absent: Keely Whittington

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

Please review: May 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 – May – Angel motioned, Jon seconded; all approved
4. Chair Report – Bob
 - a. Bob wanted to thank the subcommittees for all of their hard work
 - b. Bob thanked Jennie for her time and efforts; however, Bob feels that Jennie needs an assistant to take care of mundane daily work

- i. Bob mentioned that perhaps a high school internship
- ii. Thad suggested Ft. Lewis
- iii. Jennie to draft scope of work
- iv. Jon pointed out that he wanted Jennie to get time off

5. Treasurers Report – Angel

- a. Monthly Town Lodging Receipts report (April) – April is up 3.8% in
- b. Current finances – Jennie

6. Subcommittee Reports

- a. Budget – Angel – Angel to schedule meeting for late July, early August
- b. Fulfillment Package – Jim –
 - i. Visitor Guide – 2011 RFP
 - 1. Jim reviewed the fulfillment subcommittee status , and after thorough review, the subcommittee recommends moving forward with Cassio Group
 - 2. Bob thanked the subcommittee for their hard work
 - 3. Jim motioned to approve the Cassio Group as the 2011 visitor guide vendor, Pam seconded the motion
 - a. David suggested that the TTC present to Town Council and get their approval
 - b. Jim stated that we will do what we need to do, however he isn't sure it is necessary
 - c. David wants to get Town Council approval because it is a different approach to the project and they approved previous contracts with the Sun
 - d. Jim explained that the subcommittee went back to the TTC's fundamental goal –to find a better approach to handle fulfillments
- c. Marketing, website, trade shows, central reservations- Keely
 - i. Letter from Gateway
- d. Events – Daniel

- e. Visitors Center report – Mary Jo
 - f. Special Projects – Jim Smith–
 - g. Lodging Occupancy Reports – Daniel
 - h. Capital Projects – Jon Johnson – Signage and Wayfinding
 - i. Reservoir Hill Task Force – Update – Reservoir Hill Improvements Thad McKain, Larry Fisher
7. TTC Director Report – Jennie
- a. Website Demo
 - b. TX Monthly – co op email blast – Town, Jim Smith, Springs, Spa, Currant Events, Pam or Lodging Association
 - c. Parelli Commercial – 2011 budget – future video footage rights, etc
 - d. Central Reservations – TTC pay for all town properties to be listed; properties can determine if they have any rooms available. Goal is to book rooms that would not otherwise be booked.
 - e. Banner Ads – not thrilled with the end results – working on new creative this week – TX Monthly on hold
 - f. Word missing in TX Monthly – my contact is out of office until Thursday
 - g. Coloradoinfo.com wants to meet on Thur – we have no idea about budget for 2011
8. Old Business
- a. TTC/CTC update
9. New Business
- a. Discussion on formation of Visitor Center Subcommittee
 - a. Assistance for Jennie
 - b. Public Comment
 - c. Any other new business to come before the Committee
10. Adjournment