

TTC Board Meeting

July 15, 2008 – 4:00 PM – Community Center

Attendance

Voting – Angela Atkinson, Janis Moomaw, Bob Hart, West Davies, Fred Schmidt, Crista Munro, Brooke Kitchens

Non-Voting – Mary Jo Coulehan, Tamra Allen, Dianne Calderon, Robin Carpenter (Chamber alternate)

Audience: 8 people

Media: Bill Hudson

1. Call to order – Old business

- a. Approval of June minutes. Bob motioned to approve; Robin seconded. Motion passed.
- b. Budget – Bob reported that Quickbooks has been installed on Dianne’s computer. An income and expense report is included in the monthly packet. He said that 2008 YTD income is 10% under last year so more adjustments may be necessary. Angela said that number is being affected greatly by one property that is behind in paying. For proprietary reasons she did not say which property, but said it is a significant amount. She also said that after examining records, some of the smaller short-term rentals may not be in compliance and that there are lots of late payments overall. A budget sub-committee will be formed soon to work on the 2009 budget (Mary Jo will have 2009 Visitor Center budget by early September). It was not felt that any immediate budget adjustments need to be made at this point. Mary Jo reported an additional postage expense of \$3000 for the Madden insert response.
- c. Fish stocking project – Thaddeus said that more education is needed on the 2-fish limit within town limits. Signage is needed but they are handing out brochures for now. He reported that anecdotally, fishing license numbers are up (reported by Ponderosa). The DOW numbers are due in the first week of August. They are no longer stocking the ponds due to higher water temperatures. Larry Fisher expressed an interest in having some banners or other signage in town to alert people driving through to the PQFP. Some suggestions were the Courthouse or the side of Goodman’s Store. Colorado Hunting and Fishing featured the PQFP in a full page article in the July 3rd edition. Mark Weiler wondered if it would be legal to hand out flyers at traffic lights. Wendy reported that the web site is ready to go live and that all the TTC’s suggested changes had been made. She gave Mary Jo and Dianne a portfolio of photos to be used in PR efforts. The PQFP brochure will be ready on 7/18 and is available to local businesses.
- d. Marketing Firm – Barnhart has been hired for PR and Marketing. They will be coming down for a kickoff meeting on July 29. The new town logo will be their first priority – they have all materials from previous firms (NK, Hill & Co., CVC).
- e. Visitor Center Management Contract – Progress was made at the July 8 meeting between the TTC, CTC and Chamber board. There is agreement between all 3 entities on the need for a management contract and lease agreement between the Chamber and the funding organizations. Until the CTC and TTC merge, an Ad Hoc committee will oversee the Visitor Center – made up of members of all three organizations. The goal is to have the contract and lease in place by fall.

2. New Business

- a. Larry Fisher wanted to mention that he is working on a winter activity project and will be bringing a proposal to the TTC next month. It will include plans for expanded cross-country trails and events. He said the Forest Service is open to giving up one full-time employee this winter to help with grooming.

- b. Special Event Funding Requests
 - i. Arts Council Artist Studio Tour – Linked with Colorfest as an alternate activity. There will be 27 artists participating. Admission is free. Event will take place in 18 private homes and 9 businesses. They have a \$700 budgetary shortfall; asking for \$500.
 - ii. Cruise-A-Thong – has lowered request to \$850. Hoping for some growth; already have 20 out of town participants signed up. The packet had been hand-delivered to Town Hall before the June meeting, but they didn't make the agenda so the application is just days before the event.
 - iii. Historic Preservation Board – This is a Town advisory board re-submitting the same request from May. Joe and Tamra felt there was confusion about who was requesting the funding (not the Historical society which already received funding for a new sign at the museum). Tamra said this committee gets no income from the Town budget and they are hoping the TTC will pay for the reprinting of the brochure since it's essentially a tourism asset and most are distributed through the Visitor Center. Mary Jo asked if there is grant \$ available; Tamra didn't think so.
 - iv. Balloon Rally – Angel talked about expanded marketing efforts this year to draw people from outside the community. They are going for some regional and national sponsors and will be doing a survey.
 - v. Budget discussion (as pertaining to special event funding) – it was agreed that events should be funded first and that there is less urgency on re-printing the brochure. Music Boosters and Chimney Rock have money allocated, but haven't applied yet. Dianne will call to find out if they are planning to apply. Fiberfest declined the \$500 they had been awarded because they felt that completing the final report was too difficult. It was pointed out that organizations cannot count on receiving the amounts they have in the past because the reserves are nearly spent and the 2009 budget will be significantly less. Fred suggested a July 1 cutoff date for funding requests. After adjusting for Fiberfest and the Cruise-A-Thong's decreased request, Crista made a motion to fund the Balloon Rally \$2000, the Cruise-A-Thong \$850 and the Arts Council \$500. Fred seconded and the motion passed. The brochure funding will be tabled until August when the Music Boosters and Chimney Rock requests are known.
 - vi. Approval of Amended budget – Bob motions; Angela seconds. Motion passes.
- c. Visitor Center report – Mary Jo reported that web site visits for the year are up by 3,000; visitor center numbers are down and packet requests are up. Specific numbers are included in comprehensive reports in the monthly packet. Tamra requested that the data be presented in a simpler line chart format in the future. Mary Jo had no new building update at this time.
- d. Executive Director report – Dianne said her new office in the Chamber Building is working out great. She has a direct line – (970) 264-2312. A new card had to be purchased for \$600 to allow Dianne to have voice mail on her line.
- e. Public Comment – no public comment
- f. Meeting is adjourned.