

# Minutes

## Pagosa Springs Town Tourism Committee

Tuesday, October 19, 2010

Community Center

4:00pm

Meeting called by: Bob Hart

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

Absentees: Daniel Gonzales, Jon Johnson

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

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

Please bring: Agenda, Committee reports

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1. Call to Order
2. Determination Of Quorum (6)
3. Approval of Minutes – September – Morgan Murri motioned to approve September minutes, Doris Green seconded, all voted to approve
4. Chair Report – Bob
  - a. Give a day, Change a Community
    - i. Lots of support; Bill Hudson captured video, which will be shown to Town Council during their Oct 21 mid month meeting
    - ii. Bruce Jones of Jones Construction and Kevin Matyniak of Matco Construction donated use of heavy equipment
    - iii. Jim Miller and Tom Carasello volunteered their time to oversee the effort
    - iv. Larry Fisher, Jeff Boucher, and Kevin Anderson providing all of the chainsaw work
    - v. Lots of food donations – Pagosa Bakery, Chamber of Commerce, Buck Stops Here, Doris Green, Ruth Vance amongst others

- vi. Norm Vance was instrumental in helping to orchestrate and promote the entire event
- vii. Parks & Rec Meeting tomorrow evening; TTC will present
  - 1. Bob Hart provided update that TTC was being asked to present winter vision to Parks and Rec Commission to make sure everyone was on the same page
  - 2. David Mitchem indicated there were those in the community that do not want to see any change on Reservoir Hill and they have voiced their concerns to the Parks & Rec Commission
  - 3. David Mitchem also feels the commission is concerned with staff time and adding another feature to maintain without adding staff

5. Treasurers Report – Angel

- a. Monthly Town Lodging Receipts report (August) – August receipts were down 1.4% compared to 2009, or \$593.85. Overall, year to date, lodgers tax is up 6.9%, or \$16,290.29.
- b. Current finances – Angel – tracking well; budget reconciliation completed recently, currently tracking about \$5k under budgeted expenditures

6. Subcommittee Reports

- a. Budget – Angel –
  - i. October 29<sup>th</sup> Town Council Budget Retreat – TTC will present at 2pm, scheduled for a 20 minutes time slot; budget subcommittee members should plan to attend
- b. Fulfillment Package – Jim –
  - i. Weekly fulfillment subcommittee meeting will be held with the Cassio Group every Thursday at 1pm, beginning October 28<sup>th</sup> at River Pointe Café.
  - ii. The dates (3<sup>rd</sup> Thursday of each month) that conflict with Town Council mid month meetings may be canceled so that Town Council members may attend TTC meetings.
- c. Marketing, website – interim - Daniel Gonzales – Jennie provided update
  - i. Jennie suggested a regularly scheduled External Marketing subcommittee meeting to be held the first Tuesday of each month to discuss advertising,

website, trade shows, central reservations, etc. Monthly e-newsletter will be approved during these meetings as well for distribution the following day. Purpose of meeting is to monitor progress ongoing so that the marketing of Pagosa is not neglected as the TTC manages many projects.

- ii. The first meeting will be held on Monday, November 1<sup>st</sup> (due to election day on Nov 2<sup>nd</sup>) at 9am at Pagosa Lodge. Plan for 2-3 hours.

d. Trade shows- Tourism –Pam Schoemig

- i. Pam presented concept for ski shows to be represented by ski shops in Pagosa or other businesses that can provide “hipper” worker to properly speak to the ski show audience; more of a community effort for trade show workers
- ii. Jennie worked the Albuquerque Snow Show with 3 days notice and plans to attend the Denver Ski Show
- iii. The Sandia Ski Swap will be held over the last weekend in October and also include an expo
  1. Larry Fisher mentioned he may have an employee that would be interested in working
  2. Jennie will provide “training” to Pagosa rep to help locate answers to obscure questions
- iv. conference call on Friday, if needed

e. central reservations- Pam Schoemig

- i. Everyone knows the history; we are awaiting progress reports from Pagosa Lodge and Healing Waters (formerly Spa Motel)
  1. CK Patel reported that they have received 2 bookings in 3 weeks, however, Gateway had been very easy to work with and they were set up quickly
  2. Angel Preuit indicated they would soon activate their account

f. Events – Daniel Gonzales

- i. Jennie provided overview of subcommittee recommendations, based on meetings held Sept 29<sup>th</sup> and Oct 6<sup>th</sup> to review applications
  1. Subcommittee recommends allocating \$42,500, as indicated below:

<b>Event Name</b>	<b>Amount Requested</b>	<b>Proposed TTC Funding</b>	<b>Funding Contingencies**</b>
Cruise a Thong	\$ 1,000.00	\$ 1,000.00	
Arts Alliance	\$ 5,000.00	\$ 2,500.00	Pursue additional funding through Grants
Music Boosters	\$ 5,000.00	\$ -	TTC will attempt to find storage space
High School Rodeos	\$ 2,000.00	\$ 2,000.00	
Fiber Festival	\$ 3,500.00	\$ 3,500.00	
Murder Mystery Weekend	\$ 5,625.00	\$ 4,000.00	
ColorFest	\$ 1,500.00	\$ 1,000.00	
San Juan River Rod Run	\$ 1,000.00	\$ 1,000.00	
WinterFest	\$ 500.00	\$ 500.00	
Renaissance & Pirate Festival	\$ 1,500.00	\$ 1,500.00	
Art Walk	\$ 5,000.00	\$ -	
Nordic Club	\$ 8,500.00	\$ 4,500.00	
Historic Preservation Board	\$ 20,550.00	\$ -	Pursue funding through Grants
2011 Air Show	\$ 30,000.00	\$ -	\$6k if Thunderbirds are booked
GECKO Event Camps	\$ 3,000.00	\$ 3,000.00	
GECKO Athletic Festivals	\$ 4,500.00	\$ 4,500.00	
GECKO Pagosa Peak Trail Running Series	\$ 7,500.00	\$ 7,500.00	
Folk n Bluegrass	\$ 2,500.00	\$ 2,500.00	
Four Corners Folk Festival	\$ 3,500.00	\$ 3,500.00	
TTC Banner Ad Creation		\$ 1,500.00	
<b>Total Funding</b>	<b>\$ 111,675.00</b>	<b>\$ 44,000.00</b>	<b>\$ 6,000.00</b>

ii. Each event approved for funding by the Town Tourism Committee for the 2011 budget cycle will be required to attend (1) an information session on promoting events in Pagosa and (2) a one on one brainstorming session to discuss the event and ideas for enhancement. If meetings are not attended, no funding will be granted in 2011.

iii. Larry Fisher motioned to approve, Thad McKain seconded, Morgan Murri abstained, all voted to approve

g. Visitors Center report – Mary Jo Coulehan

- i. September was strong – traffic was up 12% over 2009
  - ii. Mary Jo asked about SW CO Travel Region leads and if visitor guides should be mailed to those that are not duplicates from the Pagosa welcome lead program through Colorado.com
    - 1. Jennie indicated non-duplicate SWCTR leads should be mailed visitor guides
- h. Special Projects – Jim Smith
  - i. Reprinting John Motter’s book; Jim would like to retain the rights to reprint or republish; Jim wants funding
  - ii. Morgan Murri asked Jim to investigate further and provide an update to TTC
- i. Lodging Occupancy Reports – Daniel Gonzales
  - i. report was emailed to board on Monday; review
- j. Capital Projects – Jon Johnson – Signage and Wayfinding
  - i. Jennie provided overview – heritage and downtown map sign for cabinets ready very soon, currently being printed by Adcon; flyer boxes will be regularly filled with newly created flyers once large signs are ready
- k. Reservoir Hill Task Force – Reservoir Hill Improvements -Thad McKain, Larry Fisher
  - i. Wed evening, Oct 20<sup>th</sup>, at Town Hall present to Park & Rec Commission; currently everything on hold
  - ii. David Mitchem suggested one of the concerns on Springs Street is drainage
- l. Visitor Center subcommittee – Morgan Murri
  - i. Presented draft management agreement; submit comments to Morgan
  - ii. Morgan would like to have contract ready for TTC Board approval for Nov 16<sup>th</sup>
    - 1. TTC Visitor Center subcommittee will meet Thursday, November 11<sup>th</sup> at 2:30 pm at River Pointe Café
  - iii. TTC will have Town Council review and approve contract for November mid-month meeting, scheduled for November 18th

7. TTC Director Report – Jennie

- a. Please review report for recent activity
- b. New Projects
  - i. New Four Corners GeoTourism Website & Map –
    - 1. Pagosa has until Dec. 17 to add sites for consideration
    - 2. visit [fourcornersgeotourism.org](http://fourcornersgeotourism.org) for more information
    - 3. Jennie to schedule meeting in next few weeks to strategize
  - ii. Lodging Tax Audit
    - 1. Service available to educate area lodgers about lodging taxes; focus on vacation rentals
    - 2. Jennie to schedule meeting with County to determine their interest, considering town / county annexation lines
  - iii. 2011 Marketing Plan
    - 1. Schedule meeting to review 2011 marketing plan
  - iv. Tourism Partner Poster
    - 1. Jennie to create poster with bar codes linking their guests to updated information on activities, events, restaurants, etc. for lodging facilities, local businesses, etc

## 8. Old Business

- a. Sun included an ad in the winter guide trying to get advertisers for the Official Guide
  - i. Jim Smith expressed concerns about the use of the term “Official” and how it may hurt the Town’s efforts
  - ii. David Mitchem mentioned that members of Town Council also felt the use of the term “Official” should belong to the Town, however he needed to have a discussion with the owners of Pagosa Sun
    - 1. David will have an update for the next TTC Board meeting

## 9. New Business

- a. Public Comment
- b. Any other new business to come before the Committee

10. Adjournment – Doris Green motioned to adjourn, Larry Fisher seconded, all approved