



# Minutes

## Pagosa Springs Town Tourism Committee

Friday, April 18th, 2014

Ross Aragon Community Center – South Conference Room

1 pm

Meeting called by: Bob Kudelski

Attendees: Voting Members; Jon Johnson, Chirag Patel, Bob Kudelski, Stephen Durham, Carla Shaw, Nick Tallent

Non Voting Attendees; Jennifer Green, JaNae Christians, David Mitchem

Absences: Jim Smith, Larry Fisher

Please review: February Meeting Minutes

Please bring: Agenda, Committee reports

1. Call to Order
2. Determination Of Quorum (5)
  - a. David Mitchem asked to speak. He apologized to the TTC for the recent public misinterpretation that the TTC initially recommended the downtown City Market location; he admitted that the TTC has not been involved in the process. A TTC subcommittee provided
  - b. Bob Kudelski said he appreciated David's apology, however, expressed concern that the TTC was not directly involved in the process.
  - c. Stephen Durham asked what next steps were and asked if the TTC would be involved from here on out; David suggested that the TTC could be included, if they are interested.
    - i. Bob Kudelski agreed to be the TTC representative in future discussions

- d. Jon Johnson expressed his thanks for David speaking up during the Town Council meeting regarding TTC's not being involved in discussions

### 3. Approval of Minutes – February

- a. Carla Shaw motioned to approve February meeting minutes; Jon Johnson seconded, all approved

### 4. Chair Report – Bob Kudelski

#### a. Open at large seats (3)

- i. Jennie explained that two previous applicants were still interested in the open seats – Matthew Boyle and Steve McKain (Steve was in attendance)
- ii. Jennie Green suggested idea of always advertising interest in joining TTC Board, with “waiting” list of interested applicants that get involved in subcommittees – gives TTC Board opportunity to get to know applicants and give applicants an opportunity to understand what they are getting involved in.
- iii. Matt Sprowls submitted a letter of interest to join the TTC Board; Matt was in attendance to be interviewed – Matt expressed interest in growing tourism as he is employed in the tourism industry. Moved back to Pagosa in January, currently working with Quality Resorts and Oakridge with their property remodels.

- 1. Stephen Durham motioned to recommend all three candidates – Matthew Boyle, Steve McKain and Matt Sprowls, Carla Shaw seconded, all approved

#### b. Retreat Date

- i. Retreat has been scheduled for May 7th, 2014 from 10am – 5pm (location TBD)

### 5. Treasurers Report – Carla Shaw

#### a. Monthly Town Lodging Receipts report – Update

- i. February 2014 was up 22% over 2013, or \$5,638.13; year to date is up 14.29% over 2013

#### b. Current finances

### 6. Subcommittee Reports

- a. Budget – Carla Shaw
- b. Fulfillment – Jim Smith
  - i. Summer Visitor Guides arrived April 16th
  - ii. Waiting list for summer is approximately 8,000, big increase over previous years
- c. Marketing – Chirag Patel
  - i. Marketing subcommittee meeting scheduled for Tuesday, April 29th at 10 am at Oakridge Lodge
    - 1. review future plans / direction for trade shows
    - 2. New touchscreen start screen design sent to Board for review
    - 3. Consider new marketing opportunities
    - 4. Discuss / budget for videographer
  - ii. San Diego trade show recap
    - 1. Overall, successful show
    - 2. Many knew of Pagosa – visited previously, had friends / family living here, remembered passing through. Many had visited 10–15 years ago and were impressed to see "little Pagosa" at the show. Previous visitors seemed anxious to return.
    - 3. People in San Diego were 95% against winter. This is definitely a summer audience!!
    - 4. San Diego represented a drive-in market vs fly-in; audience seemed willing to make 13 hr drive.
    - 5. Our visitor guides do not actually say "Colorado" anywhere on the cover – thanks to the astute San Diego crowd for pointing that out!! In general, we need to enhance "Colorado" on the booth.
    - 6. Huge thank you to "Choke Cherry Tree" – they sent us out with a 5-gallon bucket of homemade caramels to hand out at the show. Pagosa may now be known for caramels, more than anything else.
  - iii. April "Experience Pagosa's Flavors" Promotion is underway; total new budget of \$100 was spent on logo – initial promotion was a test to see if audience was interested in off-season, to determine if future efforts are necessary

iv. PR RFP

1. TTC Director explained that original RFP responses were all too expensive for the amount budgeted. Current “trial” PR firm would not respond to RFP due to limited budget. Jennie solicited response from media writer / contractor that has worked for Mtn Peak Marketing.
2. Jon Johnson asked what the return would be. Jennie explained the hosted media list that had been provided in packet for review. Results are tracked based on responses to press releases and quality and quantity of media writers. Ultimately results are tracked by articles. An aggressive effort to bring writers to Pagosa in last 18 months has yielded strong results.
3. CK Patel motioned to approve RFP from Diana Rowe, Carla Shaw seconded, all approved.

d. Events & Events Infrastructure – Larry Fisher (Jennie Green filled in)

i. Infrastructure

1. PA System

- a. Group reviewed Pa System option and recommended purchasing the Behringer PMP6000/ B1520 PRO Mains & Monitors PA Package: \$1999.99 (<http://www.musiciansfriend.com/pro-audio/behringer-pmp6000-b1520-pro-mains-monitors-pa-package#productDetail>)

- ii. Farmers Market, Wolf Creek Wheel Club have requested opportunity to seek funds; TTC Board will allow them to request

e. Special Projects – Jim Smith

- i. No update

f. Wayfinding and Signage – Jon Johnson

- i. Reviewed and approved trail signage on Reservoir Hill
- ii. Plans to schedule work day prior to car show
- iii. New Gateway Signs installed
  1. landscaping next
  2. solar lighting looks great!

iv. Possible future projects:

1. Looking at signs for Hwy 160 / Piedra Road corridor
2. Additional banners down hot springs blvd
3. Permanent sign at River Overlook
4. Presentation to Town Council on progress of signage subcommittee will be placed on Town Council agenda for May 6th meeting

g. Visitor Center subcommittee – Carla Shaw

- i. David Mitchem indicated that the Chamber has asked for assistance staffing the visitor center; David suggests the Town be supportive. David recommends extending payment to Chamber another month or two, the TTC staffs during week and chamber staffs over weekends. David opened it up for discussion.

7. TTC Director Report – Jennie Green

- a. DMAI Membership (Destination Marketing Association International) to be discussed during retreat
- b. Carla Shaw asked about San Diego being a drive in market; Stephen Durham spoke up that audience did not seem phased by 13 hour drive

8. Old Business

9. New Business

a. Public Comment

- i. Jon Johnson expressed concerns with current direction of TTC, since Bob Hart's resignation. Much discussion ensued. Jon Johnson is considering stepping down from the TTC Board, but was encouraged by the rest of the Board to wait until the retreat (scheduled for May 7th), where goals, direction, etc will all be discussed in detail and priorities will be set.

b. Any other new business to come before the Committee

10. Adjournment

- a. CK Patel motioned to adjourn, Bob Kudelski seconded, all approved