



Minutes

Pagosa Springs Town Tourism Committee

Thursday, December 18th, 2014

Quality Resort

4 pm

Meeting called by: Bob Kudelski

Attendees: Voting Members; Larry Fisher, Jim Smith, Bob Kudelski, Stephen Durham, Nick Tal-lent, Steve McKain, Matt Sprowls, Criselda Montoya, Chirag Patel

Absences: Matthew Boyle

Non Voting Attendees; Jennifer Green, Greg Schulte, Terri House, Shari Pierce, Mike Pierce

Please review: November Meeting Minutes

Please bring: Agenda, Committee reports

1. Call to Order
2. Determination Of Quorum (6)
3. Approval of Minutes – November
 - a. Stephen Durham motioned to approve the November minutes, Matt Sprowls seconded, all approved
4. Chair Report – Bob Kudelski
 - a. Bob is stepping down as Chair after his term is completed; during the January meeting, TTC Board will elect new officers for 2015
 - b. January TTC meeting will be held on Tuesday, January 13th at 4pm at the Visitor Center
5. Treasurers Report
 - a. Monthly Town Lodging Receipts report – Update
 - b. Current finances

6. Subcommittee Reports

a. Budget – Update provided by Jennie Green

- i. Town Council approved 2015 budget during their December 2nd; final budget TTC budget was included in meeting packets

b. Fulfillment – Jim Smith

- i. Visitor Guide proposal from Sun; Greg Schulte provided introduction to the discussion; Town received 3-year proposal from the Sun for consideration, which was very similar to the previous contract
- ii. Jim Smith began by explaining the TTC was pleased with the quality of the Sun's visitor guide; Jim Smith asked to discuss the following:
 1. Host online version of the guide on www.visitpagosasprings.com
 2. Branding on visitor guide, including logo and URL for tourism
 - a. Criselda Montoya added this should include social media sites as well
 3. Create and ability to distribute lure brochure, with no advertising, small, inexpensive piece that can be mailed first class
 - a. Bob Kudelski asked what would be included in a lure brochure
 - b. Jim Smith explained it was a small annual piece that would assist potential visitors and fill in gaps in the trip planning process
 4. One year contract in order to continue discussions
 - a. CK Patel indicated that a longer contract gives the Sun more stability in planning
 - b. Larry pointed out that a one-year contract would allow Board to make adjustments, if needed
 - c. Stephen indicated that with a new board in 2015, a one-year contract allow the new Board input for the future
- iii. Criselda Montoya agreed with a lure piece; Wyndham distributes 15,000 seasonal guides, but they would also appreciate an annual piece
 1. CK agreed with production of lure brochure; he also indicated recent change with colorado.com that does not require address fields in lead requests

- iv. Greg Schulte asked representatives with the Sun to speak
 1. Terri House explained Jim and Jennie met with the Sun in May and felt they were interested at that time in proceeding in same manner with guides in 2015; meeting was to discuss creation of lure piece to be hosted on visitpagosasprings.com
 - a. David Mitchem agreed to work towards a tax credit with Region 9; he resigned the following week
 - b. Terri was able to negotiate tax credit directly with Region 9
 2. Terri indicated that 7 years ago the TTC had a lure piece and the TTC Board chose to discontinue lure piece and approached the Sun about enhancing their guide; Jim indicated that he was on the Board 7 years ago when the TTC approached the Sun to create a guide to replace the TTC's previous lure piece
 - a. Larry Fisher said that the Sun guide is heavy and difficult to distribute at trade shows; citing the Chicago show in Jan 2014
 - b. Bob Kudelski asked if lure guide would be heavy on photos; Jim Smith suggested it would be a combination of photos / activities with detailed lists of activities, restaurants, outfitters, etc; Jim also pointed out that the lure piece could be mailed first class
 - c. Shari Pierce asked if we would still distribute same number of visitor guides, with the addition of the lure piece
 - i. Jim indicated that a one-year agreement would be helpful in order to determine quantities needed
 3. Greg Schulte explained to the Sun that TTC was an advisory body to Town Council and felt it was appropriate for the TTC to review and make recommendations to Council
 - a. Terri expressed concerns with lure brochure; she feels that with businesses listings, it is commercial, even without advertising; businesses may not choose to advertise in visitor guide since they are listed in lure piece at no cost; a lure brochure would hurt their ad sales; Terri explained that including the lodging directory in the visitor guide had impacted them, as some lodgers have chosen not to advertise because they get a free listing

- b. Terri also expressed concern with the lure piece being mailed out, given the Sun's guide was supposed to be the single fulfillment piece sent to all visitors; mailing out a different guide would change their distribution and would impact advertising sales
 - c. Group discussed potential content in lure piece, expressing concerns with listing businesses, since businesses change frequently; discussed just highlighting various activities, versus listing businesses separately; Jim Smith said the group would discuss content of lure piece in greater detail at a later date
 - d. Jim Smith indicated that as a business, you have to advertise to stand out; Bob Kudelski said that he would not stop advertising in Sun guide just because his business was listed in the lodging chart
 - e. Terri indicated that since they own the content, they want to host it on their website
 - i. Jim indicated that the guide being hosted on www.visitpagosasprings.com would multiply distribution of the guide
 - ii. Terri indicated that one of the benefits to Pagosa Sun with the current arrangement was hosting it directly on their website, as it provides more traffic to their website
 - iii. Terri would like to continue to host the guide on www.pagosasun.com; type services will be new digital platform
 - iv. Stephen asked why it would harm www.pagosasun.com for the guide to be hosted on additional sites; Terri explained that the Sun planned to sell advertising on the page that displays the online guide and if the TTC hosted it on www.visitpagosasprings.com, it would harm their efforts in adding this new advertising opportunity
 - v. Stephen Durham pointed out that the TTC goal is to increase tourism, not increase ad sales for the Sun
4. Bob Kudelski asked about branding; Terri indicated that they would be willing to include TTC branding; she explained that at one time they had the logo on the guide, but it clashed with the cover image and it was discontinued

5. Bob Kudelski asked about length of contract; Terri said there was a clause for either party discontinue guide given notice within 185+ days in advance
 - a. Greg explained that the Sun should not have made assumptions based on discussions in May, given that there is a new TTC Board
 - b. Jim expressed that he wanted to continue to work with the Sun, he just hopes to make some adjustments to give the TTC more flexibility in reaching potential visitors during the vacation planning process
- v. Greg Schulte provided a recap for the group, based on the discussions:
 1. Two year contract, versus 3 year
 2. Branding / URL would be included
 3. Online hosting discussions to continue
 4. Creation of the lure piece
- vi. Bob Kudelski motioned to authorize town staff to negotiate regarding contract term, online hosting, branding and development of a lure piece, Jim Smith seconded; all in favor
- c. Marketing – Chirag Patel
 - i. Meeting scheduled for Tuesday, December 23rd at 3pm to review new wireframes for responsive site design and discuss PR agency
- d. Events & Events Infrastructure – Larry Fisher
 - i. Recommended 2015 Event Marketing and Infrastructure Funding Allocations
 1. Jennie provided an overview of funding allocations and reminded the group that they had requested additional financial information from the Pagosa Springs Center for the Arts / Thingamajig Theatre and had not yet determined a recommended allocation
 - a. Group began discussing Pagosa Springs Center for the Arts funding allocation and provided financial information; concerns were mentioned regarding for profit versus non profit aspect of business
 2. CK Patel motioned to allocate \$2,500 in 2015, Bob seconded; discussion continued regarding for profit versus non-profit; Larry expressed concerns with lack of clarity between

- a. Four voted in favor, Four voted against, one abstained
 - 3. Criselda Montoya motioned to allocate \$10,000, Nick Tallent seconded, two voted in favor, 7 voted against
 - 4. Bob Kudelski motioned to approve \$2,500 for Pagosa Springs Center for the Arts, Stephen Durham seconded, Five voted in favor, 4 voted against
 - ii. Bob Kudelski motioned to approve all recommended funding allocations, Larry Fisher seconded, all approved
 - e. Special Projects – Jim Smith
 - i. Jim will bring ideas to group in January for discussion
 - f. Wayfinding and Signage – Steve McKain
 - i. No update
 - g. Visitor Center subcommittee
 - i. Meeting proposed for January 13th, 2015 at 3pm at Visitor Center, in advance of January meeting
7. TTC Director Report – Jennie Green
- a. No additional report, given lengthy discussion during meeting; no one had any questions
8. Old Business
- a. None
9. New Business
- a. Public Comment
 - i. None
 - b. Any other new business to come before the Committee
 - i. None
10. Adjournment
- a. Larry Fisher motioned to adjourn, Matt Sprowls seconded, all approved