



Minutes

Pagosa Springs Town Tourism Committee

Thursday, February 5th, 2015

Pagosa Springs Visitor Center

4 pm

Meeting called by: Chirag Patel

Attendees: Voting Members; Chirag Patel, Larry Fisher, Jim Smith, Bob Kudelski, Stephen Durham, Nick Tallent, Steve McKain

Absences: Matt Sprowls, Criselda Montoya

Non Voting Attendees; Jennifer Green, Greg Schulte, Clint Alley, Steve Wadley

Please review: January Meeting Minutes

Please bring: Agenda, Committee reports

1. Call to Order
2. Determination Of Quorum (5)
3. Approval of Minutes – January
 - a. Stephen Durham, Steve McCain seconded, all approved
4. Chair Report – Chirag K. Patel
 - a. John Egan spoke to the Board regarding Archuleta County Transportation Summit on Thursday, February 26th at Quality Resort from 9am – 11am; considering trips to Durango; John invited the TTC to attend the meeting (Clint Alley joined the meeting after John left)
 - b. Subcommittee Overview

- i. Please review subcommittee overview; During the March meeting, we will determine chairs and Board members for all subcommittees
 - c. Summer Field Trip
 - i. CK suggested a 2-day field trip to see other CO destinations. We will aim for early to mid June to check out other destinations and what they are doing for tourism – visitor centers, activities, amenities, signage, etc
 - ii. Letter of Interest from Jon Johnson
 - 1. Steve McCain motioned to recommend Jon Johnson as an at large member of the TTC, Jim Smith seconded, all approved
 - d. Letter of Support for Tracks Across Borders Byway (TABB)
 - i. Jennie explained that the TABB effort was seeking letters of support; no funding is being requested, the application has been submitted to CDOT and the new byway would route through Pagosa Junction
 - 1. Jim Smith writing a letter of support for the new byway, Bob Kudelski seconded, all approved
- 5. Treasurers Report – Stephen Durham
 - a. Monthly Town Lodging Receipts report – Update
 - i. Jennie provided update – lack of winter is impacting numbers; December 2014 was down 6% over 2013; 2013 had set a record
 - ii. Greg pointed out that despite the decline in December 2014 reflected a 14% increase in lodging tax – the largest growth in a calendar year
 - b. Current finances
- 6. Subcommittee Reports
 - a. Budget – Update provided by Jennie Green
 - i. All bills being processed and paid
 - b. Fulfillment – Jim Smith
 - i. Update on Lure Piece / Travel Planner

1. IDP from Grand Junction selected as vendor by subcommittee; they were the 2nd lowest bidder and provided examples of previous work that were similar to what the TTC had in mind for the new lure piece / travel planner
 - a. Jim Smith motioned to approve IDP as the vendor; Bob Kudelski seconded, all approved
 2. Jennie provided an update on the overall project – content is drafted, photos have been collected; kick off call, assuming Board approved vendor is Friday, February 6th; expect designs
- ii. Lodging Charts in Sun’s Visitor Guide
1. Group discussed paying to have lodging chart in Sun’s guide; guide will be distributed at regional visitor centers and locally; new lure piece will be mailed out and will also include lodging directory
 2. Bob Kudelski motioned to include lodging chart, jim Smith seconded, 4 approved, 3 voted against
 3. Jennie will coordinate with the Sun on a deadline
- c. Marketing – Chirag Patel
- i. NTA – New Orleans Feedback
 1. Jennie provided update – show went well; Jennie has 21 one on one appointments, materials available for show were well received
 - ii. Go West Summit is next week in Colorado Springs – both CK and Jennie have appointments – over 50 combined
- d. Events & Events Infrastructure – Larry Fisher
- i. February 25th is TTC ski day at Wolf Creek; group asked Jennie to make sure we had more snow; 25th is local day – \$41 lift tickets
 - i. 2016 Cowboy Fast Draw National Championships
 1. Jennie explained the deadline for 2016 national championship bids was in the next week; explained the San Juan Shootists sought marketing support and funds for sanctioning fees

2. Larry Fisher motioned to authorize TTC Director to write letter of support on behalf of the TTC specifying \$4,500 in financial support from 2016 budget for sanctioning fees and marketing support for the events; Steve McKain seconded, all approved

e. Special Projects – Jim Smith

- i. Jim Smith suggested we find someone to produce a movie / show featuring Pagosa Springs
- ii. Greg mentioned inviting Four Corners Film Commission; Jennie explained that she had discussed it with Christine Funk, Board member of FCFC, who expressed interest in attending
- iii. CK reminded group that Film Commission had presented to Board previously
- iv. TTC Director will invite Film Commission to attend March or April TTC meeting

f. Wayfinding and Signage – Steve McKain

- i. Visitor Center street sign should be installed any day; it was supposed to be installed in the last few weeks
- ii. Subcommittee meeting scheduled for Wednesday, March 4th at 10am at Visitor Center; TTC Director will reach out to James Dickhoff, Scott Frost, Jon Johnson and others to participate

g. Visitor Center subcommittee

- i. Jennie provided update on recent efforts:
 1. New monitors / screens being investigated for MLS loop (Board of Realtors will purchase monitor) and additional photo / video rotation
 - a. Brief trip to Best Buy Santa Fe yielded mixed results; Jennie and CK will go to Best Buy in Colorado Springs to continue discovery process to ensure products being purchased handle current and as many future needs as possible

h. Tax Compliance

- i. Greg provided update; a few years ago, Town and County hired Erin Neer / Sweetbooks to handle tax compliance effort; Greg and Jennie to meet with Bentley Henderson and Larry Walton to

get County engaged; need County's support to provide Erin with proper data to make efforts more effective

- ii. Compliance effort levels playing field and provides more money to promote the community

8. TTC Director Report – Jennie Green

- a. TTC Director is juggling many, many different projects; asked board if they had any questions based on the report provided
 - i. No questions
- b. Website redesign in progress – moving to responsive site; Jennie pushing website vendors to complete by end of February
- c. Media Writers – hosting many writers and FAM trips in next few weeks; Japanese FAM on Feb 14th, German / French FAM Feb 15th; TTC Director will host 3 media writers overlapping Feb 17th – 21st – hosted dinners Feb 17th, 18th and 19th
- d. TTC Director will take a few days off Feb 20th – 23rd; first days off, weekends included, in a few months

9. Old Business

- a. None

10. New Business

- a. Public Comment
 - i. Given there were two town council members in attendance, Jim Smith asked about clean up on town streets; mechanized side walk sweeper, etc; Jim wants to focus more on tidying town up, since we spend so much money to bring people to town
- b. TTC Board Ideas and Comments
 - i. All ideas discussed in other areas; no new ideas presented

11. Adjournment

- a. Nick Tallent motions to adjourn at 5pm, Bob Kudelski seconded, all approved