



Minutes

Pagosa Springs Town Tourism Committee

Tuesday, June 11th, 2013

Ross Aragon Community Center

4 pm

Meeting called by: Bob Hart

Attendees: Voting Members; Larry Fisher, Bob Hart, Jon Johnson, Stacy Boone, Jim Smith, Kimberley Siler Bradshaw

Absentees: Chirag Patel, Valerie Green, Carla Shaw

Non Voting Attendees; Jennifer Green

Please review: May Meeting Minutes

Please bring: Agenda, Committee reports

1. Call to Order
2. Determination Of Quorum (6)
3. Approval of Minutes – May
 - a. Jon Johnson motioned to approve May minutes, Stacy Boone seconded, all approved
4. Chair Report – Bob Hart
 - a. Bob Kudelski is still interested in TTC Seat; Town Council will review recommendations for Board appointments during June 20th meeting
5. Treasurers Report – Jon Johnson
 - a. Monthly Town Lodging Receipts report – April Update
 - i. Lodgers Tax was up 3.56% in April, the 1st time in collection history over \$17,000

b. Current finances

6. Subcommittee Reports

a. Budget – Jon Johnson

- i. Budget meeting held on May 21st reviewed budget and allocated \$10,000 towards Holiday Subcommittee (from capital projects), \$15,000 towards Visitor Information Kiosks (from capital projects) and up to \$30,000 for website enhancements (from 2013 marketing budget and capital projects)

a. Fulfillment – Jim Smith

- i. No update

b. Marketing – Chirag Patel

- i. Leads in 2013 are tracking 71.13% above the same period in 2012, mailed visitor guides are flat. Between 1/1/13 and 5/31/13, the TTC has mailed out 11,316 guides (non-direct lead sources are sent prequalification email now to provide the information in the format they desire), compared to 11,245 during same period in 2012 (before pre-qualifying lead sources). Online visitor guide requests equaled 459 in all of 2012, 1/1/13 – 5/31/13 represents 527 requests.

c. Events & Events Infrastructure – Larry Fisher

- i. Approved Chamber's final report from the Car Show
- ii. Met with new event organizer, Jess Ketchum, to review concert on July 4th and 6th at the fairgrounds

- 1. Events subcommittee reviewed application and marketing plan

- a. Unallocated funds for 2013 events are \$3,050

- 1. Jon Johnson motioned to recommend \$1500 for funding, Larry Fisher seconded, all approved

a. Special Projects – Jim Smith

- i. No update

a. Wayfinding and Signage – Jon Johnson

- i. Gateway signs are progressing; easement approved by Hospital Board; surveyor working on final language; reviewing solar options; sign cabinets will be ordered soon
 - ii. New skyrocket banners will be added around town in next few weeks
 - c. Visitor Center subcommittee – Carla Shaw
 - i. Budget has been allocated for kiosks; webinar will be scheduled with few vendors in following 4th of July
 - 1. vendors include Zivelo, Advanced Kiosks
 - i. Visitor Center report – Mary Jo Coulehan
 - 1. No update – update will be emailed later
 - h. Tourism Ambassador Program – Stacy Boone
 - i. Improved shade structure will be added in next few weeks; metal support structures added and new sail shades will be ordered once posts in place
 - ii. foundation for program placed in 2013; hopefully, more volunteers can be recruited for 2014 summer season
 - a. Holiday Subcommittee – Stacy Boone / Jon Johnson
 - i. Need to schedule meeting to review with LPEA, Town Staff and new subcommittee
 - ii. Aim for July 22–24th meeting; TTC Director to arrange
7. TTC Director Report – Jennie Green
 - a. Managed Instagram channel for @visitcolorado week of May 31st – June 6th; unfortunately, @visitcolorado on facebook linked the promotion of Instagram to Wikipedia page and not @visitpagosasprings facebook, costing us the bulk of the free promotion; colorado social media team linked to Wikipedia as they were not sure which Pagosa Springs fan page was the industry partner. They have apologized profusely...and unfortunately, we lost a lot of “free” promotion
 - b. iii. Ride the Rockies promotion– ad in guide, email prior to Ride promoting Pagosa’s celebrations on June 11th, will send follow up email to riders congratulating them and inviting to visit us again.
1. Old Business

2. New Business

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

10. Adjournment

- a. Motion to adjourn by Stacy Boone, Larry Fisher seconded, all approved