



Minutes

Pagosa Springs Town Tourism Committee

Tuesday, June 10th, 2014

Ross Aragon Community Center

4 pm

Meeting called by: Bob Kudelski

Attendees: Voting Members; Bob Kudelski, Chirag Patel, Jim Smith, Carla Shaw, Nick Tallent, Steve McKain, Matt Sprowls

Absences: Stephen Durham, Larry Fisher, Matthew Boyle

Non Voting Attendees; Jennifer Green, Liz Alley, David Mitchem

Please review: May Meeting Minutes

Please bring: Agenda, Committee reports

1. Call to Order
 - a. Meeting called to order at 4:02pm
2. Determination Of Quorum (6)
3. Approval of Minutes – May
 - a. Carla Shaw motioned to approve May meeting minutes, Steve McKain seconded, all approved.
4. Chair Report – Bob Kudelski
 - a. Open at large seats (1)
 - i. One application received from Criselda Jay Montoya, Marketing Manager at Wyndham; letters of interest will be accepted through June 20th; TTC will hold special meeting on June 24th to interview all applicants; recommendation will be provided to Town Council during their July 1st meeting for review
5. Treasurers Report – Carla Shaw

- a. Monthly Town Lodging Receipts report – Update
 - i. April 2014 was up 35.24% over April 2013, or \$6,204.75, with a few small payments outstanding
 - ii. Year to date, tax collections are up 20.13% over 2013, or an increase of \$23,356.43
- b. Current finances
 - i. All bills are being paid; cash flow is strong due to 2014 increases

6. Subcommittee Reports

- a. Budget – Carla Shaw
 - i. No update
- b. Fulfillment – Jim Smith
 - i. Jim Smith and Jennie Green met with Sun staff to review contract with Sun for visitor guides and TTC’s development of digital magazine
 - 1. Sun was receptive towards TTC developing digital magazine (no advertising, driven through www.visitpagosasprings.com CMS) to bridge trip planning timeframes and availability of printed guides
 - ii. TTC Director reached out to Region 9 about tax credit for visitor guide donation
 - iii. Large discrepancy between number of guides delivered to Cassio Group and mailed out to potential visitors versus number of guides the Sun has tracked as being provided to TTC; TTC Director reviewing all information to determine large difference in
- c. Marketing – Chirag Patel
 - i. Marketing subcommittee scheduled on Wednesday, June 18th at 3:30pm
 - 1. Group will review 2015 preliminary planning, digital magazines, additional opportunities for 2014, etc
- d. Events & Events Infrastructure –Larry Fisher
 - i. No update
- e. Catch & Release Subcommittee – New! Larry Fisher / Jim Smith co–chairs
 - i. Met with Parks & Wildlife to discuss catch and release for downtown stretch of San Juan River (2 mile section)
 - 1. Overall, positive meeting

9. New Business

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

10. Adjournment

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