



Minutes

Pagosa Springs Town Tourism Committee

Tuesday, May 14th, 2013

Ross Aragon Community Center

4 pm

Meeting called by: Bob Hart

Attendees: Voting Members; Larry Fisher, Bob Hart, Jon Johnson, Valerie Green, Stacy Boone, Jim Smith, Carla Shaw

Absences: Chirag Patel, Kimberley Siler Bradshaw

Non Voting Attendees; Jennifer Green, Mary Jo Coulehan, David Mitchem

Please review: April Meeting Minutes

Please bring: Agenda, Committee reports

1. Call to Order
2. Determination Of Quorum (6)
3. Approval of Minutes – April
 - a. Jon Johnson motioned to approve April minutes, Stacy Boone seconded, all approved
4. Chair Report – Bob Hart
 - a. No update
5. Treasurers Report – Jon Johnson
 - a. Monthly Town Lodging Receipts report – March Update
 - i. February and March will reflect a decline in tax collections. Property ownership changed for a property on March 20th; taxes have been paid by new owners since March 20th, but

previous property owner is likely liable. Town is investigating whether a property or business owes tax; additionally, Town will determine whether the taxes owed are worth pursuing, given attorney fees to pursue.

b. Current finances

6. Subcommittee Reports

a. Budget – Jon Johnson

i. Budget subcommittee

1. Discussion circled back at end of meeting; budget subcommittee will meet on Tuesday, May 21st at 9am at the Community Center to review budget available for Holiday Subcommittee to pursue additional holiday enhancements

b. Fulfillment – Jim Smith

- i. Jennie Green provided an update regarding all of the various projects revolving around information delivery (and how multiple subcommittee's were focused on different aspects) – digital magazine to fill gap in vacation planning with print publication schedule, information kiosks, pc users and mobile / tablets

1. All of the various directions the TTC is headed with delivery of information combined with all of the kinds of devices that can connect to the Internet to access the website, it is time to consider a responsive website. Responsive is a web design approach aimed at crafting sites to provide an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices (from desktop computer monitors to mobile phones to touch screen monitors).

2. Meeting scheduled for fulfillment and marketing to review new direction for website on Wednesday, May 22nd at 10am at Quality Resort

c. Marketing – Chirag Patel (update provided by Jennie Green)

i. Developing new Scorecard tracking

1. Email information (open rate, click throughs) – separate auto-response vs newsletter

2. Social media (facebook) – fan base, engagement, conversion points
3. Visitor guide requests – print and online
4. Total "leads" generated (before email pre-qualification)
5. Newsletter opt-ins
6. website traffic – online, mobile, total traffic, unique visitors, etc
7. downstream contributions – book direct and anything else we can glean to make website look impressive
8. future: visitor information interaction while in town – visitor center, information kiosks, apps, mobile, etc.
 - a. Group will review further during marketing subcommittee meeting on Wednesday at 10am Quality Resort

d. Events & Events Infrastructure – Jim Smith

- i. Jim Smith resigned as Chair of the events subcommittee
 1. Larry Fisher was named Chair
- ii. Bob Hart asked about the clarity in the application of how the funds are to be spent and oversight of how the funds are spent
 1. Both Stacy Boone and Valerie Green indicated they felt the application and process is very thorough
 2. Bob Hart asked about funding for local advertising
 - a. Jennie Green explained, while asking other members of the Board to correct her if mistaken, the events subcommittee is viewing events as either events that bring people to community or events that provide synergy to a tourism atmosphere; events that provide synergy will benefit most with local promotion; TTC promotes event to tourism base
 - b. Jennie also clarified any direction she may have provided event organizers regarding advertising in the visitor guides; if an event is held in May or early June, it makes more sense to advertise in the winter issue versus the summer issue, as the

summer issue would only provide the event a few weeks of exposure with the summer guide

iii. Funding request for Environmental Film Festival

2. Sally High and the Geothermal Greenhouse Project submitted application and follow up marketing plan with detail, as requested by the events subcommittee. Group has requested \$3,500 in funds for event marketing.
 - a. Valerie Green commended GGP for providing an extremely thorough application
 - b. Stacy Boone motioned to approved the GGP funding request in full amount of \$3,500
 - i. Valerie Green seconded; all approved

a. Special Projects – Jim Smith

1. Jon Johnson thanked the people involved in the Reservoir Hill project for all of their effort, homework, time and abuse
2. Stacy Boone asked what the takeaway from Reservoir Hill vote was
 - a. Larry indicated better education would be key to future projects; he encountered many people in the weeks leading up to the vote that had a skewed view of what was being proposed
 - b. Larry also indicated that disagreeing with ideas that were presented turned supporters into opponents; he also said since the vote some people that were opposed were talking to him again

b. Wayfinding and Signage – Jon Johnson

- i. Tagline for Gateway / Monument Sign
 2. James Dickhoff met with surveyor last Friday; presentation to be made to hospital board
 3. Town Council approved tagline “ World’s Deepest Hot Springs” during presentation in February; Springs Resort does not feel use of phrase is infringement of Guinness trademark; they are most concerned with logo and name

- a. Group agreed to use approved tagline for signs; James is investigating option of tagline piece to be separate from overall sign structure, allowing for easier future changes
- ii. River Overlook Update
 - 2. Jennie asked group if they would like to upgrade temporary shade structure with better system to keep shades in place while permanent structure plans are developed, vetted and approved
 - a. All agreed; shade will be blue and likely rectangular – should be installed with metal poles in next few weeks
- c. Udgar Parsons representing Imagine Downtown asked the signage subcommittee to consider the ideas their group has had recently:
 - i. decorative / movable wrought iron arch for photography
 - ii. wind sculpture garden pieces (similar to Cappy White's installment)
 - iii. Goodman Park information kiosks
- d. Visitor Center subcommittee – Carla Shaw
 - i. Visitor Information Kiosks
 - 1. 2013 implementation
 - a. Discussion on various kiosks and direction technology is headed
 - b. Discussion over wifi in town and benefit it would provide for tourists
 - i. David Mitchem mentioned multiple communities that offered free wifi, but have since changed direction
 - c. Schedule meeting with Goodman Park organizers to determine their plans
 - i. Jennie to schedule meeting with both parties
 - i. Visitors Center report – Mary Jo Coulehan

1. April was up 4.6%; YTD down 6.3%
2. International visitors were up in April
3. Busiest days are weekends: Friday – Monday

h. Tourism Ambassador Program – Stacy Boone

- i. Meeting held Monday April 22nd with Stacy, Jennie, Mary Jo and Patricia
- ii. Vests arrived; ambassadors being organized – program will be loosely structured in 2013, as volunteers are limited
 1. Group discussed various incentives for volunteers; options being considered

i. Holiday Subcommittee – Jon Johnson / Stacy Boone

- i. Determine future of subcommittee
 1. Group determined enhancements for holiday season is still worth pursuing, however strong Chair is needed
 2. Jon Johnson and Stacy Boone volunteered to work together as co-chairs
 3. Budget meeting scheduled for Tues, May 21st to review possible allocations for subcommittee

7. TTC Director Report – Jennie Green

- a. Press & Media – scheduling summer media visits; should host 6–8 writers during the summer

8. Old Business

9. New Business

- a. Public Comment
- b. Any other new business to come before the Committee
 - i. Goodman Park Proposal
 1. Jennie to schedule meeting with Downtown Development Task Force to review kiosk and content
 - ii. Ride the Rockies is June 11th
 - iii. Jon Johnson introduced Mark Day with Nonstop Business Solutions

1. Mark has provided embroidered and printed material needs for TTC recently

iv. GGP is hosting dignitaries with NREL and others tomorrow from 5pm – 7pm at Jerry Smith's house (on Bennett in Alpha); TTC Board invited to show support

10. Adjournment

a. Jon Johnson motioned to adjourn; Stacy Boone seconded; all approved