



Minutes

Pagosa Springs Town Tourism Committee

Tuesday, May 13th, 2014

Ross Aragon Community Center

4 pm

Meeting called by: Bob Kudelski

Attendees: Voting Members; Larry Fisher, Bob Kudelski, Carla Shaw, Nick Tallent, Stephen Durham, Steve McKain, Matthew Boyle

Absences: Chirag Patel, Matt Sprowls, Jim Smith

Non Voting Attendees; Jennifer Green

Please review: April Meeting Minutes, Subcommittee Minutes

Please bring: Agenda, Committee reports

1. Call to Order
 - a. Meeting called to order at 4:07pm
2. Determination Of Quorum (6)
3. Approval of Minutes – April, Subcommittees
 - a. Steve McKain motioned to approve all minutes, Carla Shaw seconded, all approved
4. Chair Report – Bob Kudelski
 - a. Open at large seats (1)
 - i. Carla received a letter of interest from Wyndham marketing rep, Criselda Jay Montoya, to join the board
 1. Jennie Green will advertise the open seat as well to solicit additional letters of interest
5. Treasurers Report – Carla Shaw
 - a. Monthly Town Lodging Receipts report – Update

- i. March 2014 lodgers tax was up 21.57% over March 2013; year to date collections are up 17.28% over same period in 2013

- b. Current finances

6. Subcommittee Reports

- a. Budget – Carla Shaw

- i. No update

- b. Fulfillment – Jim Smith

- i. No update

- c. Marketing – Chirag Patel

- i. Jennie provided two recent magazine with features on Pagosa Springs to show results of recent PR efforts

- ii. Additionally, Outside Magazine and Denver Life Magazine has writers in town within the last week for upcoming features

- d. Events & Events Infrastructure – Larry Fisher

- i. Infrastructure – PA System

- 1. Group discussed PA systems and needs of event organizers

- 2. Jennie explained the approved PA system concerned two of the three event organizers, who preferred a simpler, portable unit

- a. Mike Hayward provided recommendations for portable units for TTC's consideration

- b. Stephen Durham expressed concern with purchasing system okay for speaking, but lacking for music

- c. Group determined to purchase portable unit to determine how effective it was for event organizers who requested and determined to consider PA system for music in future

- 3. Nick Tallent motioned to approve the Fender Passport Event PA System, priced at \$699, Steve McKain seconded, all approved

- ii. Funding Request – GECKO

- 1. Jennie explained how granted marketing funding allocations were provided to event organizers – 1st 1/3 of allocation available with invoice, 2nd 1/3 of allocation with

proof of marketing placement and final 1/3 payment upon approval of the final report

2. GECKO has requested \$1700 of their final 1/3 allocation to cover expenses for placed advertising

- a. Group discussed GECKO's efforts in past; reports are always thorough, GECKO has always spent more on marketing than funds allocated
- b. Larry Fisher motioned to approve, Stephen Durham seconded, all approved

iii. Tent Rental – GECKO

a. Jennie explained that in the TTC's efforts to acquire infrastructure items and provide them for events (with no real process for requesting in place), there was one conflict for a tent on June 7th; both new tents have been promised to Folk West, GECKO would also like to use one

i. GECKO has negotiated to rent a 20'x40' tent including set up and tear down for \$400

ii. Group discussed adding infrastructure requests / dates to the 2015 funding application for TTC Board to make those approval during funding request process

iii. Jennie also explained that GECKO will work with Folk West for 2015 dates to avoid duplication as well

b. Stephen Durham motioned to approve \$400 towards a tent rental for Turkey Track Trail Marathon; Bob Kudelski seconded, motions passes with one voted against

e. Special Projects – Jim Smith / Nick Tallent

i. No updates

f. Wayfinding and Signage

i. Steve McKain has volunteered to be chair

ii. Trail signage – Jennie has been working with Historic Preservation Board and Parks & Rec Commission to design a new trail-head sign using new Res Hill map with trail names. 1/2 of the sign was proposed to have historical information, however locating photos to be used on the sign has not been fruitful and TTC Director would like to have a sign installed soon

1. Jennie has scheduled a meeting with Mike Musgrove and Parks & Rec staff on May 14th to discuss options

a. Steve McKain asked to be included

g. Visitor Center subcommittee – Carla Shaw

i. Carla Shaw expressed she has noticed remarkable change since JaNae has been staffing the visitor center, with direct referrals noted at the Springs and comments from other businesses that reflect the same

ii. Carla will be asking for volunteer help during Lodging meeting; recruiting volunteers is key focus right now

7. TTC Director Report – Jennie Green

a. New newsletter to start going out to area businesses to request info on new offerings, deals discounts, advise them of efforts and progress, etc.

b. Based on discussion at retreat questioning how Pagosa's increase in lodgers tax over the last 5 years compared to other destinations, Jennie compiled a month by month comparison of lodging tax between Pagosa and Durango from 2009 – 2013.

i. Pagosa has seen steady growth over the last 5 years, whereas Durango declined in 2010 and 2011

ii. Durango saw big growth in 2013, but it was noted that they added 192 new rooms in 2013 – 116 rooms in Jan 2013 and 76 rooms in early summer 2013 due to two new hotel openings; in contrast, Pagosa added 29 rooms in late May 2009

iii. Pagosa out performs Durango during winter months, but DMR likely sees overnight guests during winter – similar would likely occur in Pagosa if lodging is added at Wolf Creek

iv. Durango's lodging tax is 2%, compared to Pagosa's at 4.9% – chart reflects sales generated from taxes collected as a point of comparison, versus just tax growth

v. Pagosa's growth has been handled with a staff of 1 between 2009 – 2013; Durango Area Tourism Office has a staff of 7

8. Old Business

a. Catch and Release Designation – proposed meeting with Parks & Wildlife May 30th, awaiting confirmation from Parks & Wildlife

i. Earliest designation would take place in 2015 season

ii. Parks & Wildlife has concerns, therefore they have requested meeting to review their concerns

1. Parks & Rec, Ski & Bow Rack and TTC Director will be involved in meetings

- b. CTO presentation

- i. The Colorado Tourism Office will be in Pagosa on Wednesday, June 4th to present on their efforts to promote Colorado as a tourism destination, their results / successes and how the CTO tracks their efforts and reports to the state legislature.

1. The presentation will be open to the public; the TTC Director will focus on making the presentation worth the time and effort of the CTO to visit by encouraging attendance from all organizations, the business community, elected officials, etc

9. New Business

- a. Public Comment

- i. No comment

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

- i. None

10. Adjournment

- a. Larry Fisher motioned to adjourn, Steve McKain seconded, all approved.