



# Minutes

## Pagosa Springs Town Tourism Committee

Tuesday, May 12th, 2015

Pagosa Springs Visitor Center

4 pm

Meeting called by: Chirag Patel

Attendees: Voting Members; Larry Fisher, Bob Kudelski, Stephen Durham, Nick Tallent, Steve McKain, Criselda Montoya, Jon Johnson, Steve Wadley

Absences: Chirag Patel, Matt Sprowls

Non Voting Attendees; Jennifer Green, Greg Schulte

Please review: March Meeting Minutes

Please bring: Agenda, Committee reports

1. Call to Order
  - a. Steve Wadley called the meeting to order
2. Determination Of Quorum (6)
3. Public Comment
  - a. No public comment
4. Approval of Minutes – March
  - a. Jon Johnson motioned to approve minutes, Nick Tallent seconded, all approved
5. Chair Report
  - a. Honoring Bob Hand's Service to Community
    - i. Board determined to defer decision on best way to honor Mr. Hand until the June meeting
  - b. Piñon Lake Fountain

- i. Jennie provided overview of the need and explained that no specific amount had been requested
- ii. Steve Wadley suggested approving funding up to a certain amount
  - 1. Group discussed which budget line item to pull these funds
  - 2. Jon Johnson motioned to approve up to \$500 from Wayfinding and Signage budget, Steve McKain seconded, all approved
- iii. Steve McKain asked about replacing the trumpeter swans; Steve explained the cost was estimated at \$4,000
  - 1. Group discussed swans; all agreed they were good additions to town and piñon lake
  - 2. Jennie explained that the funding options were Wayfinding & Signage and Infrastructure; group determined Infrastructure was most appropriate
  - 3. Steve McKain motioned to approve up to \$500 to contribute towards the replacement of the trumpeter swans from Infrastructure, Bob Kudelski seconded, all approved

c. New Tourism Board Bylaws Update

- i. Steve Wadley provided an overview of the changes to the bylaws – seat allocations changed, approval of annual budget by both Town and County, reduction of number of seats from 11 to 9 through attrition and changing name of organization from Town Tourism Committee to Pagosa Springs Area Tourism Board, which oversees Visit Pagosa Springs.
- ii. Steve McKain motioned to approve the new tourism board bylaws, Nick Tallent seconded, all approved

6. TTC Director Report – Jennie Green

a. 2016 CTO Grant Application Update on 2015–2016 plans

- i. Jennie met with Ouray Chamber Resort Association staff during SW Tourism Summit and recently in Ouray to discuss partnering on 2016 CTO Marketing Match Grant together to promote hot springs
  - 1. Marketing plan has been outlined for the hot springs promotion; grant isn't due until Sept / Oct 2015, discussions and plans are underway early in order to get various board / community approvals

- b. CADMO update
  - i. Pagosa Springs will host CADMO retreat June 18th and 19th; meetings will be held in the EcoLuxe
  - ii. Board will be invited to evening networking event and dinner, to be held on rooftop “lounge” at Springs Resort
  - iii. Jon Johnson asked how many attendees; TTC Director explained it would be 20+, all Tourism Directors / CEOs for destinations across Colorado
- c. IPW overview
  - i. Next Group Travel show is in Orlando May 31st – June 3rd.
  - ii. We are in the Colorado Tourism Office booth; which a new backdrop was designed specifically for this show and their partners; Pagosa has photo and logo on panel.
- d. Tax Compliance
  - i. Now that Town and County are moving forward on tourism MOU and new bylaws will be reviewed and discussed by Town Council, TTC Director will work with Erin Neer to get tax compliance efforts underway; TTC Director explained that compliance would be an ongoing effort

## 6. Treasurers Report – Stephen Durham

- a. Monthly Town Lodging Receipts Report Update
  - i. Collections for Jan – Mar 2015 are still incomplete; January is down over 2014, but represents 2nd strongest Jan on record; February will be down, but by very little – multiple payments outstanding; March is flat, and might be slightly up once all payments are received; Mar 2015 maintained the massive growth seen in 2014.
- b. Current finances
- c. Budget Update (Jennie)
  - i. Bills being paid

## 7. Subcommittee Reports

- a. Fulfillment
  - i. Update on Lure Piece / Travel Planner
    - 1. Jennie expressed appreciation for feedback received

2. Staff (Jennie and Gail) went to Grand Junction to approve final proof last week; guides will be in town the week of May 18th
3. Jon Johnson and Greg Schulte commended staff on a job well done; the proof of the new piece was nicely designed and will be a good representation of Pagosa
4. Jennie explained that when new planners arrive, there will be approximately 9,500 sent out immediately for summer requests received since January.

c. Marketing – Chirag Patel

i. DMAI Marketing Innovation Summit feedback

1. Jennie provided overview of summit attended in San Francisco April 15–17th; lots of information to digest and new tools to investigate; much of the focus was on data and how to leverage and combine the abundance of information available in social media and online efforts

d. Events & Events Infrastructure – Larry Fisher

i. Infrastructure Funding requests

– FolkWest – 2nd review

- o Jennie explained that based on discussions during March meeting, staff had met with Folk West to discuss options to enhance infrastructure on Reservoir Hill; it was determined the needed infrastructure could likely be funded through the ticket tax trust account established in the past few years
- o Greg provided an overview of discussions with Folk West; Town is pursuing infrastructure, such as new pump to provide potable water, additional electrical and work to parking area at base of hill, above post office; they are requesting a vote from Board on original request
- o Larry asked how much is being collected annually; Greg felt it was \$10k – \$12k a year; group asked if other events were collecting the fee; Greg was not completely sure, but did not feel any other event organizers were collecting the fee
- o Steve Wadley asked for a motion; Larry Fisher motioned to deny funding for stage and backdrop, Bob Kudelski seconded, all approved
- o Larry expressed his desire to see a stage with roof or amphitheater on Reservoir Hill

- San Juan Historical Society / Pagosa Springs History Museum
  - o Jennie provided overview of the request, which was provided to the Board to review last week – infrastructure funding request for insurance, upgraded quilt holders, photography for ads, etc; Nick Tallent felt the request was a band aid; Jon Johnson felt the previously approved funding was sufficient for the museum
  - o Jon Johnson motioned to deny the funding request, Nick Tallent seconded, all approved denying the infrastructure funding request from the San Juan Historical Society
- Pagosa Springs Center for the Arts
  - o Steve Wadley expressed concerns with the approach for additional funding, with one funded event being cancelled and then the organizers suggesting the tourism board fund this group instead
  - o Nick Tallent stated that he is a huge supporter of the theatre, but expressed concerns with their proposal; Bob Kudelski agreed
  - o Larry Fisher motioned to deny additional marketing funds for Pagosa Springs Center for the Arts, Bob Kudelski seconded, all approved
- e. Special Projects – tabled until June meeting
- f. Wayfinding and Signage – Steve McKain / Jon Johnson
  - i. Update on 2015–2016 plans
  - ii. Greg began with an apology to the Signage subcommittee and especially the landscaping team; Greg felt he did not give it the attention he should have and after Cameron Parker had gotten involved, Greg met with Parks & Rec staff to better understand staffing needs to maintain new landscaping
  - iii. Greg explained that staff was overwhelmed with additional work at the Visitor Center and other locations around town
  - iv. Steve Wadley asked about contracting with service group or landscaper to help maintain new plantings; Greg mentioned Jon Johnson had suggested a similar concept
  - v. Greg explained he felt the effort was extremely important; Steve McKain asked how we move forward. given how strapped Parks & Rec staff is already

- vi. Greg wants to understand the recommendation from Cameron Parker and how to sustain the planting and determine if it requires “babysitting” for a few years to establish the landscaping
- vii. Larry Fisher feels there are a number of issues – any opportunity for the town and county to work together benefits everyone, anytime Larry goes to travels, trails and parks really stand out to him in other towns as a reason to come back
- viii. Steve Wadley asked if there was a way for the County to participate financially; Greg felt with new tourism IGA, the County is contributing financially
- ix. Steve Wadley asked to table the discussion on funding and how to move forward to the June meeting
- x. Jon Johnson suggested a meeting early next week to perhaps shift focus to one sign and adjusting funds to maintenance

g. Visitor Center subcommittee

- i. 17 volunteers were “trained” on May 11th and 12th; focus of training was not to worry about having answers to every question, but rather learning where to go to find answers
  - 1. Itinerary building game was well received and helped volunteers think about specific trip ideas, based on unique group type
- ii. Jennie explained that we now have two months worth of data from door counters; counters track every person that comes through the door, each direction. Therefore, totals have to be divided by two. The next consideration is that a certain portion of the traffic is staff, chamber and meeting traffic. If we assume 25% of traffic is non-visitor, March data reflects 3,423.5 visitors and April reflects 3,718.5. April is higher than March as data is currently viewed on weekly basis; therefore, the end of March and beginning of May was included in April data. We are still working through the available reporting tools and will continue to work on traffic data to provide a consistent monthly report.

8. Old Business

9. New Business

a. CAST Membership

- i. Greg provided an overview of the Colorado Association of Ski Towns (CAST); explained that many mountain destinations were members, including South Fork, Ouray, etc

- ii. 1st year membership offered at Associate membership rate of \$600; includes sales tax reports, advocacy efforts on behalf of collective interests
- iii. Greg explained that meeting was held in conjunction with CML conference, which Town will already be attending.
- iv. Steve McKain motioned to join CAST, Bob Kudelski seconded, all approved

#### 10. TTC Board Ideas and Comments

- a. Outside Magazine contest – keep voting! Voting against Santa Fe ends at 11:59pm on Wednesday, May 13th.
  - i. Jennie to reach out to KWUF
  - ii. Board members should encourage friends / family to vote, share on the business Facebook pages, etc

#### 11. Adjournment

- a. Steve McKain motioned to adjourn to 5:15pm, Stephen Durham seconded, all approved