



# Minutes

## Pagosa Springs Town Tourism Committee

Wednesday, November 14<sup>th</sup>, 2012

Ross Aragon Community Center

4 pm

Meeting called by: Bob Hart

Attendees: Voting Members; Larry Fisher, Bob Hart, Jon Johnson, Thad McKain, Jim Smith, Chirag Patel, Valerie Green, Kimberley Siler Bradshaw, Carla Shaw

Absent: Stacy Boone

Non Voting Attendees; Jennifer Green

Please review: October Meeting Minutes, any committee reports that you receive

Please bring: Agenda, Committee reports

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1. Call to Order
2. Determination Of Quorum (6)
3. Approval of Minutes –October
  - a. Jon Johnson motioned to approve minutes, Chirag Patel seconded, all approved
4. Chair Report – Bob Hart
  - a. Morgan Murri resignation
    - i. TTC Director will place an ad in paper announcing the available at-large position on Town Tourism Committee

- b. Elect new Vice Chair for TTC
  - i. Jim Smith nominated Chirag Patel, Jon Johnson seconded, all approved
- 5. Treasurers Report – Thad McKain
  - a. Town Lodging Receipts report – January – September collections
    - i. September Lodging Tax collections were down 3.93% over 2011
      - 1. The dates of Labor Day weekend may have impacted Sept (Friday of holiday weekend fell in August), especially given how much Aug was up over 2011
    - ii. Overall, lodging tax is up 5.52%, or \$16,961.13 for the year
      - 1. Group discussed that Oct and Nov could be low due to weather, or lack thereof – no storms to force hunters out of camp this year, Wolf Creek opened on Oct 8<sup>th</sup> in 2011 (compared to 2012 opening of Nov 14<sup>th</sup>)
  - b. Current finances
    - i. Carry-over into 2013 should be approximately 20k-25k, however, spending from reserves is in the preliminary budget in 2013
- 6. Subcommittee Reports
  - a. Budget – Thad McKain
    - i. Approve draft 2013 Budget
      - 1. Jim Smith motioned to approve the proposed 2013 budget; Thad McKain seconded
        - a. Kimberley Siler Bradshaw asked for an explanation in the reduction in Visitor Center Operations funding
          - i. Jennie Green explained that the decision was based on recent information collected from other tourism destinations in CO, which reflected that the amount of funding to the visitor center is disproportionate to other communities – overall and through lodgers tax collections

- ii. Jennie also stated that Town Council reviewed the proposed budget last week and they did not raise any objections with the TTC's direction on visitor center funding in 2013
        - iii. Kimberley asked if the discussion included how other communities fund visitor centers
          - 1. Jennie indicated that the ways other communities fund visitor center operations was presented by Jason Goss with Internet Honey, however Town Council did not discuss alternate funding sources
      - 2. All approved proposed 2013 budget
    - ii. Schedule meeting to discuss 3-5 year budget strategy
      - 1. Group determined that strategic budget plan could wait until after the holidays; meeting will be scheduled in January
  - b. Fulfillment – Jim Smith
    - i. No update
  - c. Marketing, website, trade shows – Chirag Patel
    - i. Internet Honey Presentation
      - 1. Chirag Patel provided a recap of the presentation from Internet Honey
        - a. Website / Social Media is performing extremely well
      - 2. Jennie updated group that the 2013 strategic marketing plan was in development; plans to present to Town Council, TTC and Lodging Association prior to the end of the year
        - a. Additional budget allows TTC to segment marketing efforts to focus efforts to reach more target audiences / key areas, etc.
          - i. All marketing efforts will be tracked

- d. Central Reservations- Valerie Green
  - i. Cassio Group has developed a booking engine with credit card processing for lodging properties that do not have their own online booking engine; overview presented to Lodging Association on Nov 13<sup>th</sup>
- e. Events – Jim Smith
  - i. 2013 Event Funding Allocations
    - 1. No formal review took place; events subcommittee met prior to TTC meeting and reviewed allocations based on latest proposed budget
  - ii. Review of new events funding policy
    - 1. Group determined to incorporate future events funding policy into 3-5 year strategic plan
- f. Visitors Center report – Mary Jo Coulehan
  - i. Traffic at downtown visitor center was down 20.55% in October with 2,549 visitors, compared to 3,208 in 2011; the west side visitor center saw 165 visitors
  - ii. Combined traffic for both visitor centers is down 2.52% in 2012, or 982 visitors
- g. Special Projects – Jim Smith
  - i. No update
- h. Lodging Compliance Program – Valerie Green
- i. Wayfinding and Signage - Jon Johnson
  - i. Jennie presented new design for entrance sign to Town Council
  - ii. Next steps being determined to complete entrance sign upgrades; Jennie to work with James Dickhoff and Jon Johnson to work through logistics
- j. Reservoir Hill Task Force – Thad McKain, Larry Fisher
  - i. No update

- k. Other Capital Improvements
    - i. No update
  - l. Visitor Center subcommittee – Carla Shaw
    - i. Held meeting last week to review visitor center operations and enhancements to visitor center
      - 1. Carla has been investigating options for technology enhancements, including kiosks
        - a. Bob Hart mentioned touch screen concept at Marriot Hotels that was impressive
          - i. Group also discussed expanding technology options to lodging properties to further expand the reach
  - m. Holiday Subcommittee – Kimberley Siler Bradshaw
    - i. Schedule meeting with Cheryl Bowdridge to review Community Center’s involvement with fireworks fundraising and holiday lighting efforts
      - 1. Kimberley and Jennie met with Cheryl separately; another meeting with larger group will be scheduled in early 2013 to begin planning (LPEA, Chamber, Town, TTC, Community Center, etc)
      - 2. Parade of Lights will be added to the 2013 plans, if possible
7. TTC Director Report – Jennie Green
- a. Jennie will attend CTO-hosted media reception in Denver on Nov 29<sup>th</sup> with 50+ media writers to promote winter activities / new information
  - b. TTC hosted a group of French Tour Operators in Oct through the Colorado Tourism Office
    - i. Visit went very well – the group loved Pagosa, two property tours, Nello’s (burgers / ribs, cowboy hats, Tim Sullivan), and Chimney Rock
    - ii. Thanks to Forest Service for accommodating media tours post-season, weather permitting

- c. TTC invited to the Town Christmas Party!! RSVPs were provided to all TTC members in attendance
- 8. Old Business
  - a. No old business
- 9. New Business
  - a. Public Comment
    - i. No public comment
  - b. Any other new business to come before the Committee
    - i. None
- 10. Adjournment
  - a. Jon Johnson motioned to adjourn, Larry Fisher seconded, all approved