



# Minutes

## Pagosa Springs Town Tourism Committee

Tuesday, November 12th, 2013

Ross Aragon Community Center

4 pm

Meeting called by: Bob Hart

Attendees: Voting Members; Larry Fisher, Bob Hart, Jon Johnson, Chirag Patel, Bob Kudelski, Stephen Durham, Carla Shaw, Valerie Green

Absences: Jim Smith, Danny Rocca

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

Please review: October Meeting Minutes

Please bring: Agenda, Committee reports

1. Call to Order
2. Determination Of Quorum (6)
3. Approval of Minutes – October - Jon Johnson made the motion to approve October meeting minutes, Bob Kudelski seconded, all approved
4. Chair Report – Bob Hart
  - a. Open Chamber Seat
    - i. Chamber does not have a nomination at this time; Mary Jo indicated there were two potentially interested; she will let us know in the next week
5. Treasurers Report – Jon Johnson
  - a. Monthly Town Lodging Receipts report – Update
    - i. There are still lodging tax payments outstanding for September 2013; based on what the 5 properties paid in 2012, lodging tax should be up over 2012.
  - b. Current finances
6. Subcommittee Reports

- a. Budget – Jon Johnson
  - i. Meeting may be scheduled in next few weeks to review any budget impacts due to health insurance and planned 2014 staffing
- b. Fulfillment – Jim Smith
  - i. No update
- c. Marketing – Chirag Patel
  - i. Jennie Green provided update on various marketing endeavors:
    - 1. New campaigns launched:
      - a. Pandora audio and online ads in Albuquerque DMA, males / females, 35 years or older
      - b. COSVG polybag ad
    - 2. New campaigns in production
      - a. 2014 COSVG Ad
      - b. Outside Magazine online ads - to run 1/1/14-1/31/14 in Texas and Illinois
      - c. Pandora audio and online ads - to run 1/1/14-1/31/14 in Dallas and Chicago DMAs
      - d. Winter banner ads for colorado.com and elevationoutdoors.com
    - 3. PR Agency test - CSG Communications has reached out to media writers for winter media visits - working to schedule 8-12 visits; response was very strong
    - 4. Trade Shows - Recently returned from Dallas & Adventure Show; meeting scheduled Thursday, Nov 14th at 4pm to discuss 2014 trade shows and necessary budget
- d. Events & Events Infrastructure – Larry Fisher
  - i. Meeting Thursday, November 14th at 3:30pm to review final report from GECKO and discuss infrastructure requests
    - 1. Working to balance infrastructure requests versus marketing funds; TTC Director to research tent purchase prior to Thur meeting
- e. Special Projects – Jim Smith
- f. Wayfinding and Signage - Jon Johnson
  - i. Solar installed in next 2 weeks
  - ii. James awaiting feedback from Schlossler on final shop drawings

- iii. Field trip scheduled for Monday, November, 18th at 10am at the River Overlook

g. Visitor Center subcommittee – Carla Shaw

- i. Touch Screen PC was purchased in Dallas; a few aspects need to be set up for use in visitor center; TTC Director to deliver it to visitor center on Monday, Nov 17th.
- ii. 2014 Management Transition
  - 1. Diplomat letter in development
  - 2. Locations for visitor center have been identified; plan to take options to Town Council during mid month November meeting
- iii. Visitors Center report – Mary Jo Coulehan
  - 1. 2012 YTD: 38,184 (Includes West Side numbers of 2,215: 35,969 )
  - 2. 2013 YTD: 35,279 (-7.61%) (without west side -1.92%)

h. Holiday Subcommittee – Jon Johnson

- i. The TTC Board determined in August to create and promote an enhanced Holiday season from Thanksgiving to New Years, with the help of the Chamber of Commerce and area event organizers, the following is underway:
- ii. Town has invested in additional lighting for pedestrian bridges, trees in Town Park
- iii. Power has been added at Spa Trailhead for Reservoir Hill
- iv. Calendar of events with festive events scheduled throughout the month
- v. Newspaper insert in development with calendar of events, holiday light driving tour map and coloring contest
  - 1. Insert will be included in the Pagosa Sun December 5th and handed out to visitors at visitor center, area lodging properties and hopefully, Wyndham
  - 2. Lighting contests for businesses and residents launching soon - panel of judges will award cash prizes (6 categories, 1st, 2nd and 3rd place); visitors and locals will vote on “People’s Choice” - winner will receive bragging rights

7. TTC Director Report – Jennie Green

8. Old Business

9. New Business

a. Public Comment

- i. Larry Fisher asked Mark Weiler for any comments or concerns he had regarding visitor center operations; Mark Weiler indicated the concerns he had regarding visitor center operations had been alleviated with additional communication with TTC Director

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

#### 10. Adjournment

- a. Larry Fisher motioned to adjourn meeting, Bob Kudelski seconded, all approved.