



Minutes

Pagosa Springs Town Tourism Committee

Wednesday, October 17th, 2012

Ross Aragon Community Center

4 pm

Meeting called by: Bob Hart

Attendees: Voting Members; Bob Hart, Jon Johnson, Thad McKain, Jim Smith, Chirag Patel, Morgan Murri, Kimberley Siler Bradshaw, Stacy Boone, Carla Shaw

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

Absent: Valerie Green, Larry Fisher

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

Please bring: Agenda, Committee reports

1. Call to Order
2. Determination Of Quorum (6)
3. Approval of Minutes –September
 - a. Carla Shaw motioned, Morgan Murri seconded, all approved
4. Chair Report – Bob Hart
 - a. No report
5. Treasurers Report – Thad McKain
 - a. Town Lodging Receipts report – Jan – August collections

- i. August 2012 collections were 10.5% above 2011; with total collections at \$49,674. Year to date, collections are

- b. Current finances

- i. All bills processed as received

6. Subcommittee Reports

- a. Budget – Thad McKain

- i. Work Session scheduled Monday, October 22nd 2012 at 1:30pm at Quality Resort

- b. Fulfillment – Jim Smith

- i. Jennie is scheduling meeting with Terri House to discuss transitioning towards digital fulfillment, which will likely result in the TTC requesting fewer printed guides

- c. Marketing, website, trade shows – Chirag Patel

- i. Fulfillment requests continue to reflect increases in 2012 vs 2011

- d. Central Reservations

- i. Properties have begun digging in to their conversion rates to determine how much of the referral traffic have been booking rooms; one property was able to see a 15% conversion rate, with another seeing 30%

- 1. both properties show strong conversion rates; more properties are looking at their site traffic to determine booking conversions from www.visitpagosasprings.com

- e. Events – Jim Smith

- i. Meeting scheduled for Monday, October 22nd at 1pm for a quick overview of 2013 event funding requests, applications are due Fri, Oct 19th

- ii. David Mitchem brought up concerns with possible conflict of interest and TTC subcommittee members, mentioning TTC Board members participating on the events subcommittee, specifically GECKO and Chamber members (both entities request event funding from TTC)

1. discussion ensued regarding participation on subcommittees prior to review of financial requests
 - a. Jim Smith indicated he felt Morgan Murri's input has been extremely valuable to the subcommittee
 - b. Others spoke in favor of the valuable input received from Chamber
 - c. Board discussed best approach to balance valued input with possible conflicts of interest
 - i. TTC will continue to encourage non-TTC board members to participate in TTC subcommittees
 - ii. Board members will not participate in meetings / discussions where their participation in a conversation may sway the outcome of a vote, current or in the future; the subcommittee member will not be involved in any votes with a possible conflict of interest
- f. Visitors Center report – Mary Jo Coulehan
 - i. Traffic to visitor center was down 16.5% in September; with west side, down 11.7%; year to date, combined traffic is down 1.37% over 2011
 1. Visitor Center traffic stays with friends / family, time shares, property rentals and hotels / motels
 2. 1st time visitors continue to increase, with 57.8% of visitors to visitor center representing 1st time visits
- g. Special Projects – Jim Smith
 - i. No update
- h. Lodging Compliance Program
 - i. No update
- i. Wayfinding and Signage - Jon Johnson

- i. Received latest revision of enhance gateway signs from Kraig Yaseen Designs; group to meet to review and either ask for additional revisions or prepare to present to Town Council for review / input
 - ii. Subcommittee meeting scheduled for Tuesday, Oct 23rd at 10am at Town Hall
- j. Reservoir Hill Task Force
 - i. Morgan Murri provided an update that Larry Fisher presented to the CDC to ask if Rich Lindblad would provide his input towards the Reservoir Hill financial plans; CDC agreed to allow Rich to provide input
- k. Other Capital Improvements
 - i. No updates
- l. Visitor Center subcommittee –Morgan Murri
 - i. Visitor Center subcommittee met this morning; two primary goals of visitor center funding request in 2013 – downtown property maintenance issues and staffing at west side visitor center in order to be properly opened and staffed
 - ii. Bob Hart asked about possible conflict of interest with Morgan Murri serving as Chair of subcommittee, when his business received rent for west side visitor center location. Morgan agreed there was perceived conflict. Group agreed that a new chair will be appointed at the next meeting.
- m. Ambassador Program
 - i. No update
- n. Holiday Subcommittee – Kimberley Siler Bradshaw
 - i. Kimberley provided an update based on a meeting held a few weeks ago where many great ideas were suggested; subcommittee is working on a number of enhancements; at this point, all efforts will be focused on 2013
 - ii. Mary Jo updated the TTC regarding the National Christmas Tree; it will be in town on Saturday, November 10th at 8:30am

- o. Climbing Subcommittee – Morgan Murri
 - i. Meeting with Parks & Rec to discuss costs and locations; Morgan will schedule meeting with Town Staff
 - 1. David Mitchem indicated Town Staff was very interested in adding bouldering features in various town parks
 - 2. Bob Hart asked about size of rocks and danger factor (risk of falling); Morgan explained safety features, ground coverings, mats, etc.
- 7. TTC Director Report – Jennie Green
 - a. Working with Colorado Tourism Office to host French Travel Group FAM trip (participants represent high-end European travel groups); the group will stay overnight Sat, Oct 27th at the Springs Resort, tour another property, explore Chimney Rock on morning of the 28th, plus the TTC Director will host a dinner for the group on the Sat evening of their visit
 - i. Morgan Murri agreed to join dinner to discuss cycling and translate
- 8. Old Business
- 9. New Business
 - a. Public Comment
 - b. Any other new business to come before the Committee
- 10. Adjournment
 - a. Thad McKain motioned, Carla Shaw seconded and all approved