



Minutes

Pagosa Springs Town Tourism Committee

Tuesday, October 8th, 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, Danny Rocca

Absences: Carla Shaw, Valerie Green, Jim Smith

Non Voting Attendees; Jennifer Green, David Mitchem

Please review: August Meeting Minutes

Please bring: Agenda, Committee reports

1. Call to Order
2. Determination Of Quorum (6)
3. Approval of Minutes – August
 - a. Jon Johnson motioned to approve August meeting minutes, Stephen Durham seconded, all approved
1. Chair Report – Bob Hart
5. Treasurers Report – Jon Johnson
 - a. Monthly Town Lodging Receipts report – Update
 - i. Lodging taxes were up in July and August over 2012; August was up 1%, a nominal increase over 2012, which was a record year. Year to date, 2013 is up 4% over 2012.
6. Subcommittee Reports

a. Budget – Jon Johnson

- i. 2014 budget has been submitted to Town Council; work session with Town Council scheduled Tuesday, October 15th at 5pm to discuss

a. Fulfillment

- i. no update

b. Marketing – Chirag Patel

- i. The marketing plan for the recently awarded Colorado Tourism Grant is being implemented:
 - 1. The proposed marketing program targets active travelers in key out-of-state markets. The Pagosa Springs area is surrounded by nearly 3 million acres of wilderness and national forest areas. With the abundance of trails and the amazing healing and rejuvenating qualities of the area hot springs, Pagosa Springs and the surrounding area is an ideal destination for athletes and active travelers. We will promote an active lifestyle in Colorado, the unique appeal of the Pagosa Springs Area to this audience and GECKO's events and overall mission to bolster the active lifestyle message. The timing of the marketing program in late 2013 and early 2014 will allow us to show results for summer 2014 travel. The proposal utilizes multiple media outlets to reach the targeted audience in each market. Additionally, A coordinated campaign in each Dallas and Chicago to include the following: 1) Develop messaging platform and creative focused on active / athletic travelers 2) Press and Media pitches to target markets in advance of campaign launch 3) Schedule media meetings in Dallas and Chicago 4) 30 day Pandora promotion, includes audio and online banner ads with 384,000 impressions in each market 5) 30 day online banner ads program on Outside Online, targeting both markets. Audience is active, affluent and advertising can be targeted based on location. 6) 10 x 10 booth at Dallas and Chicago Adventure & Travel Shows 7) Door Prize sponsorship at each Adventure & Travel Show 8) Follow up email to trade show contacts

- i. Meeting meeting scheduled at 1:30pm Oct 15th, 2013 at Quality Resort; draft 2014 marketing plan has been created for review
 - a. Events & Events Infrastructure – Larry Fisher
 - i. deadline nov 1st for funding requests for event marketing and infrastructure requests
 - b. Special Projects
 - i. no update
 - c. Wayfinding and Signage – Jon Johnson
 - i. James Dickhoff had a conference call this morning with Schlosser and Jonathan Dobson (Local Solar Quote) ; should have a cohesive solar/sign design by the end of next week.
 - d. Visitor Center subcommittee
 - i. Transition Meeting Scheduled for Friday, October 11th at 10am at the Community Center
 - ii. Visitor Center report – Mary Jo Coulehan
 - 1. Reports were included in packet; visitor center traffic is down for the year
 - e. Holiday Subcommittee – Jon Johnson
 - i. lighting contest, driving tour map, calendar of holiday events – stay tuned for more details
- 7. TTC Director Report – Jennie Green
 - i. Governor’s Conference on Tourism Update – Jennie attended conference in Telluride Oct 2–4th. Conference brings together 400+ tourism professionals from across the state to discuss trends and provide updates. Multiple educational sessions, as well as industry meetings (CADMO, SWCTR, etc) and networking events. A great event to learn more about what others are doing in the state, how the CTO is promoting Colorado, partnerships opportunities, advertising options and more. The 2014 Governor’s Conference will be held in Westminster in October. TTC Director encourages more attendees from Pagosa to attend in future years.
- 1. Old Business

2. New Business

a. Public Comment

b. Any other new business to come before the Committee

10. Adjournment – CK Patel motioned to adjourn, Bob Kudelski seconded, all approved