



Minutes

Pagosa Springs Town Tourism Committee

Tuesday, October 14th, 2014

Ross Aragon Community Center

4 pm

Meeting called by: Bob Kudelski

Attendees: Voting Members; Larry Fisher, Chirag Patel, Stephen Durham, Nick Tallent, Matthew Boyle, Steve McKain, Matt Sprowls

Absentees: Criselda Montoya, Bob Kudelski, Jim Smith

Non Voting Attendees; Jennifer Green

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. Steve Mckain motioned to approve, Nick Tallent seconded, all approved
4. Chair Report – Bob Kudelski (Chirag Patel provided update)
 - a. Open at large seats (1)
 - i. Carla Shaw moved to Phoenix
 - ii. Group discussed keeping seat open as discussions with County continue; group will await potential restructure of board for seats to reduced through attrition
5. Treasurers Report

a. Monthly Town Lodging Receipts report – Update (provided by Jennie Green)

i. July and August both show significant growth, with two payments outstanding

1. July was up at least 14.28% or \$8,033.73
2. August was up at least 21.42% or \$11,175.73
3. Year to date, lodgers tax is up 19.64%, or \$58,025.23

b. Current finances

6. Subcommittee Reports

a. Budget – Update from Town Council Work Session

i. Jennie Green provided an update to 2015 budget based on recent work session with Town Council

1. External marketing has increased from \$315k to \$330k
2. Compliance expenses have been increased in order to perform initial complete effort
3. Fireworks for 2014 budget have been re-added, in order to assist in 2015 advance payment

b. Fulfillment – Jim Smith

- i. Winter guides will be delivered in the next week
- ii. Cassio Group will continue to handle fulfillment in 2015, based on cost, performance and lack of space for internal staff to handle

c. Marketing – Chirag Patel

i. 2015 Planning

1. Meeting scheduled for Monday, October 20th at 11am at Quality Resort; Jennie asked for attendees to plan for 2 hours

ii. Group Travel Market Update

1. In order to launch effort in 2015, some expenses will be incurred in 2014, such as registration for Go West and NTA

2. Appointments for NTA are being requested
 - iii. 2014 Final Report for CTO grant submitted
 - iv. Brand USA
 - v. Video Update
 1. TTC hosted Anton Fresco on September 25th to capture video footage
 2. Jennie provided show and tell with clips of various video captured; weather was perfect to capture both summer and fall scenery
 3. Winter footage should arrive any day; Jennie to work on video editing and see what we can produce on our own, in order to save expenses
 - d. Events & Events Infrastructure – Larry Fisher
 - i. Deadline for 2015 applications is October 24th; most applications will be delivered on Oct 24th
 - e. Special Projects – Jim Smith
 - i. No update
 - f. Wayfinding and Signage – Steve McKain
 - i. Visitor Center Signage to be installed Thursday, October 16th
 - ii. landscaping for gateway signs; bids being solicited; work to be completed in Spring 2015
 - g. Visitor Center subcommittee
 - i. Tour of visitor center and enhancements scheduled for 5:45pm; many new additions, including water bottle refill station, iPad sign in station, kids play area, door / traffic counters, new touch screen start screen, brochure reorganization, etc
 - h. Catch & Release – Larry Fisher
 - i. Educational catch and release signage has been printed; will work with Parks & Rec to install new signs on posts with other fishing regulation signs
7. TTC Director Report – Jennie Green
- a. Report provided throughout meeting

b. Board had no additional questions

8. Old Business

9. New Business

a. Public Comment

i. No comment

b. Any other new business to come before the Committee

i. None

10. Adjournment

a. Larry Fisher motioned, Nick Tallent seconded, all approved