



Minutes

Pagosa Springs Town Tourism Committee

Wednesday, September 19th, 2012

Ross Aragon Community Center

4 pm

Meeting called by: Bob Hart

Attendees: Voting Members; Larry Fisher, Bob Hart, Jon Johnson, Jim Smith, Chirag Patel, Valerie Green, Stacy Boone, Carla Shaw

Absent: Morgan Murri, Kimberley Siler Bradshaw, Thad McKain

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

Please review: July 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 – July
 - a. Jon Johnson motioned to approve July minutes, Chirag Patel seconded; all approved
4. Chair Report – Bob Hart
 - a. Presentation by Airport Advisory Commission – Mike Arbthnot, David Patterson

- i. Report Card on the Economic Impact of the airport to the community
 1. Received 3rd party data extrapolated from other airports across the state; the data reflected numbers that were not realistic
 2. 10 years worth of data; project took 18 months to complete; Report is conservative and supportable
 3. Received 46 surveys; 43 indicated they would not come without Stevens Field
 - a. Currently, 52 hangars, all are occupied; 22 of the 52 hangars were represented in survey
 - b. Contribution to community paid over 10 yr period of survey response: \$39,901,603
 - i. \$27m in homes, \$3m hangars, \$9m to local merchants
 - ii. If numbers were expanded to all, total investment exceeds \$95m; add in two heavy hitters, total exceeds \$195 million
 - iii. Visitor impact from Stevens Field: 1 year of expenditures (fuel, food, retail, lodging, activities) \$1,345,682
 4. Capital projects at airport = \$16,626,127 over 10 year period
 - i. FAA pays 90%; County pays 5%, CDOT pays 5%
 - ii. AvJet provides a huge advantage to Stevens Field
 5. Annual impact of airport (in dollars):
 - i. Airport Tenants: \$9,131,630
 - ii. Visitors: \$11,235,297
 - iii. Community: \$30,759,370
 - b. \$6.1 million investment resulted in \$67.1 million in revenue to Archuleta County

6. How do we continue to see these results?
 - a. Need to attract 4-5 new residents each year
 - b. Space to build 10 more hangars – only good for 2 years of growth; more will be needed
7. Final thought: further investment in the airport provides one of the strongest returns on investment that we can make in the local area

ii. Distribution of Draft Meeting Minutes before Approval

1. A Town Council member asked if the TTC would be willing to provide draft meeting minutes to other area groups prior to TTC's approval of minutes
 - a. TTC Director includes draft minutes to Town Council in order to provide most recent information on TTC during their mid month meeting; otherwise, minutes would be 5 weeks outdated when Town Council reviewed the minutes
2. David Mitchem indicated that Town Council had previously made the decision that their meeting minutes would not to be distributed outside of Council until approved
 - a. TTC Board agreed that not additional distribution of draft minutes was warranted; they will continue to be included with Town Council packets

5. Treasurers Report – Thad McKain

- a. Town Lodging Receipts report – Jan - July collections
 - i. July 2012 was down 8.54% over July 2011, or a difference of \$4,893.66.
Overall, year to date collections are up 6.07%, or an increase of \$13,236.03.

1. June 2012 ended up 11.48% above 2011, or an increase of \$4,143.45

- b. Current finances

6. Subcommittee Reports

- a. Budget – Thad McKain

- i. Budget worksession held on Sept 18th; there are currently 4 versions of proposed budgets for 2013
 - ii. Next work session will be held on Mon, Sept 24th at Quality Resort at 3pm, following events subcommittee meeting
 - iii. David Mitchem made an observation that TTC brought to Town Council a proposal to add amenities to Reservoir Hill; yet no allocation in preliminary 2013 budget includes funding for Reservoir Hill development
 1. Mary Jo Coulehan asked David who is responsible for the next steps
 - a. Jim Smith wasn't sure of next steps either; indicated that he would appreciate financial assistance from Town Council to show their support as well
 2. Bob Hart felt it is a joint effort between Town Staff, Reservoir Hill Task Force and TTC staff
- b. Fulfillment – Jim Smith
- i. Jennie to schedule meeting with Terri House to discuss prequalification email being sent to a portion of TTC leads, which would likely reduce number of guides mailed
- c. Marketing, website, trade shows – Chirag Patel
- i. Marketing meeting recap
 1. Marketing Meeting was held on Tuesday, Sept 18th; group reviewed various reports, plus marketing budget vs performance
 - a. Jennie indicated that additional conversion points have been identified in order capture a broader spectrum of the lead life cycle, and should be included in 2013 budget
 - ii. Web traffic Reports
 1. Book Direct

- a. The first 3 months, with full integration, reflects 10% of visitor traffic to www.visitpagosasprings.com have been actively engaged with the booking engine (70,000+ website visitors June – mid Sept, 17th)
- b. More than 5,200 direct referrals were sent to participating properties (which means, after searching, they clicked on the “Book Direct” button for a specific property)

2. Website Stats

- a. Between January and September: unique 90,269 website visitors; 67.88% of site traffic are new visitors (total visitors 130,023)
 - i. Average 4:42 minutes spent on page per visitor
 - ii. Average of 7.77 pages viewed per visit (1,010,459 pages total)
 - iii. Bounce Rate in 2012 (those that leave the website after the first page they start on): 21.2%

1. Industry average: 50%

- 3. Bob Hart indicated that marketing results are impressive and wants budget subcommittee to consider adding more to marketing in 2013, versus reducing

d. Central Reservations- Valerie Green

- i. Book Direct stats above

e. Events – Jim Smith

- i. Update from meeting on Sept 13th; next meeting scheduled for Sept 24th at 1pm at Quality Resort
 - 1. Considering looking at events in separate categories (1)events build synergy with tourism effort in town by providing activities for tourists (2) destination event that draws people to town specifically for the event

- f. Visitors Center report – Mary Jo Coulehan
 - i. Visitor center traffic to the downtown visitor center was down 11.37% versus 2011; West side visitor center saw 493
 - ii. Overall traffic was down 4.53% in Aug 2012, compared to 2011; Year to date traffic is up slightly, with 31,319 visitor in 2012 compared to 31,261 in 2011
 - iii. Top states: Texas, Colorado, New Mexico, Arizona, Oklahoma
 - iv. Jim Smith asks if West Side Visitor Center will be operated in 2013; Mary Jo was not sure; they have struggled to get volunteers; in 2013, they would need to staff the visitor center in future in order to operate with regular hours
- g. Special Projects – Jim Smith
 - i. No update
- h. Lodging Compliance Program – Valerie Green
 - i. No update
- i. Wayfinding and Signage - Jon Johnson
 - i. Active subcommittee, however members of subcommittee have been extremely busy with their business obligations
 - ii. Meeting held last week to review design edits provided by designer for Gateway Entrance Signs
 - 1. Designer has been slow thus far; awaiting final version for Town Council approval
 - 2. New lighting being introduced between 1st and 2nd; additional banners will be ordered
 - 3. Next meeting scheduled for Monday, Sept 24th at 10am at Town Hall
- j. Reservoir Hill Task Force – Thad McKain, Larry Fisher
 - i. Meeting scheduled for Tuesday, Sept 25th 10am at Quality Resort

- ii. Bob Hart asked for guidance from David Mitchem as to when Town Council expects to see funding options
 - 1. David indicated there was no time line provided, however hopes to have a package completed by end of year

k. Other Capital Improvements

- i. No update

l. Visitor Center subcommittee –Morgan Murri

- i. No update

m. Ambassador Program

- i. No update

n. Holiday Subcommittee – Kimberley Siler Bradshaw

- i. Uncertain about 2012 plans;
- ii. Jon Johnson suggested checking with Women’s civic group to assist in promotion of holiday events
- iii. Group determined project needed someone passionate about holiday décor to drive effort
 - 1. Meeting will be held prior to 2012 season, however funds need to be allocated in future if TTC wants to further project

o. Climbing Subcommittee – Morgan Murri

- i. David Mitchem indicated boulders could be a nice addition to possibly Reservoir Hill, Town Park and Yamaguchi

p. Fish Stocking / Catch & Release (new committee!!)

- i. Larry Fisher will chair
 - 1. meeting with DOW soon; will schedule a meeting with DOW and local community
- ii. David Mitchem indicated that the Town will be spending \$85k this fall adding new fish habitat to the river

1. Jim Smith asked that Town Council provide a letter of support for Catch & Release section of San Juan River in downtown Pagosa

7. TTC Director Report – Jennie Green

- a. After a lengthy meeting, Jennie asked the Board if they had any questions with the provided Director Report; there were no questions

8. Old Business

- a. None

9. New Business

- a. Public Comment
- b. Any other new business to come before the Committee
 - i. Carla Shaw indicated she just received email that Chimney Rock will be designated a National Monument on Friday, Sept 21st
 - ii. Pam Schoemig read a letter to the editor published in the Sun, expressing concerns about rumored concerns regarding the lack of economic impact of the Folk Festivals; a rumor regarding 2012 being the last year of the festivals circulated as well
 1. Pam Schoemig addressed the group regarding concerns with the number of campsites, guests that her business has hosted in last 5 years and overall impact to downtown businesses
 - a. David Mitchem indicated the TTC should continue to focus on multiple event niches; not all businesses receive the same benefits from every event

10. Adjournment

- a. At 6:03pm, Chirag Patel motioned to adjourn, Stacy Boone seconded, all approved