



Minutes

Pagosa Springs Town Tourism Committee

Tuesday, April 19th, 2011

Ross Aragon Community Center

4 pm

Meeting called by: Bob Hart

Attendees: Voting Members; Doris Green, Larry Fisher, Bob Hart, Jon Johnson, Thad McKain, Morgan Murri, Jim Smith, Valerie Green, Madeline Lyon

Absentees: Daniel Gonzales, Chirag Patel

Non Voting Attendees; Jennifer Green, Mary Jo Coulehan

Please review: March 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 –March
 - a. Jon Johnson approved, Thad McKain seconded; all approved
4. Chair Report – Bob
 - a. Bob mentioned subcommittees have been very active
 - b. Bob introduced two new board members – Madeline Lyon with Chamber and Valerie Green with Lodgers
 - c. Presentation by Drew Harbison and David Burch

- i. Christmas in Pagosa concept to enhance winter travel; something to last for years, include prizes and incentives to draw audiences; improve downtown lighting
 1. Possible ideas:
 - a. Light display set to music
 - b. Grand prize for decorations
 - c. Events
 - i. Riverwalk of Lights
 - ii. Fireworks
 - iii. Christmas Parade
 - iv. Live Nativity Scene
 - v. Choirs / Chorus
 - ii. Group discussed ideas presented
 - iii. Morgan asked Drew is he would lead the effort and how long the event would last – multiple weeks or one big week
 1. Drew explained he would be willing to participate and he envisioned it lasting multiple weeks with the week prior to Christmas being the big celebrations
 2. David presented a poster that had been designed
 - a. Group liked the design concept
 3. Madeline explained that with the Parade of Stores and Christmas Choir that we already have the bare bones for this concept; the group could pull it all together
 - iv. Bob asked the group if they had ever been to Natchitoches, Louisiana; explained people are literally shoulder to shoulder for all of their lights and festivities
 - v. Bob suggested a new subcommittee to focus on Drew's ideas – with TTC and general public
 1. Drew felt he could locate 10-15 volunteers outside of TTC
 2. Bob felt it would be nice to have events start after Thanksgiving

3. Hurdles involved, such as available power, etc.
4. Jim Smith felt Chamber, TTC, Merchants, etc should have a representative
 - a. Group suggested C3 involved; other groups; Bob explained the TTC would get a subcommittee formed
5. Treasurers Report – Jon Johnson
 - a. Monthly Town Lodging Receipts report – no lodgers tax update; due Wed Apr 20th
 - b. Current finances – all on track
6. Subcommittee Reports
 - a. Budget – Jon Johnson
 - b. Fulfillment Package – Jim Smith
 - i. 2011 Vacation Planner
 1. Jim Smith introduced new Vacation Planner
 - a. Explained that we were a few weeks behind on schedule on fulfillments
 - b. Mel Cassio explained the magazine was slightly smaller – matches the size of the Colorado State Vacation Guide
 - c. Articles are written by locals
 - d. Bob Hart asked about the paper not being as shiny
 - i. Mel explained it was price; however he indicated their guide was not meant to be compared with any others
 - ii. Darlene explained that they did not know the paper was different until they went to the printer; the paper weighs more, but doesn't have the extra coat on it
 - e. Jennie Green asked about the cover sheet and necessary changes
 2. Jim also mentioned that the Cassio's were planning to produce two more pocket guides; however they have proposed, due to limited advertising budgets, to combine the water and backcountry sports pocket guides

- a. Mel explained that the combined guide would likely be larger and it may cause the 2nd fold to be removed
 - b. Jennie asked about overall project budget with combination of pocket guides, considering overall budget was based on annual guide and packet guides; Darlene Cassio explained they would do what they need to for the project to be successful
 - c. Jim didn't feel the guide would need to be double the size, however the group reached a consensus to combine the two pocket guides
 3. Bob asked why we couldn't put "official" on the Vacation Planner; however he stressed "official" should used for the TTC publication
 4. Thad McKain felt the Vacation Planner looked good; Morgan Murri agreed and thanked the Cassio's for their efforts
 5. Jim Smith stated all of the visitor guides in the community looked very nice
 6. Bob Hart indicated that the fulfillment committee had done a good job of reducing costs – by reducing costs by at least \$25k this year
- c. Marketing (website, advertising, social media, trade shows, PR) – Daniel
- i. Jennie provided an update, based on the marketing report provided to the Board:
 1. Facebook Page (<http://www.facebook.com/pages/Pagosa-Springs-Colorado/82524451447>)
 - a. 2,171 fans
 - b. Added twitter feed to page
 2. 2011 billboards
 - a. Digital Display launched 4/18/11
 - b. Located on SW Montano in Albuquerque
 - c. \$10,000 budgeted in 2011 - \$1200 / month
 3. Bob Hart asked about tracking for the billboards
 - a. Jennie explained tracking measures were in place; however increased traffic from Alb at events would be a good indicator too
 - b. Jennie also explained that funds from events budget in 2012 may go towards billboards since it is used to promote events
 4. Hwy 84 billboard to go live May 1st

5. Colorado e-newsletter button
 - a. Received over 100 entries into River Fest giveaway

central reservations-

- ii. Gateway update – no update
- d. Events – Daniel
 - i. Jennie provided review of additional 2011 funding requests after CDC allocation wasn't needed
 1. Events subcommittee met to review requests
 2. FolkWest requested funds to help improve Four Corners Folk Festival lineup – Events subcommittee approved \$6500
 3. Chamber of Commerce requested additional funds for their events to offset lost funding through another source that had been promised – Events subcommittee approved \$2500
 4. Pagosa Springs Center for the Arts requested funding for an ad in a Denver Performing Arts playbill publication; Events subcommittee approved \$1000 after it was determined the ad rate could be negotiated
 - ii. Bob wanted to thank Daniel for his efforts
- e. Visitors Center report – Mary Jo
 - i. International month in Pagosa
 - ii. 50 / 50 new vs. repeat visitors
 - iii. Wyndham was packed for a few weeks due to spring break traffic
 - iv. Mary Jo addressed why fulfillment requests are down – no leads in 2011
- f. Special Projects – Jim Smith – wants to start Christmas Lights subcommittee
- g. Lodging Occupancy Reports – Daniel – no update
- h. Capital Projects – Jon Johnson – Signage and Wayfinding
 - i. RFP is out for downtown banner lightpost project – Mary Jo Coulehan and James Dickhoff have worked on project and identified potential vendors to respond
 1. Meeting Friday at 3pm to open bids received from RFP

2. Mary Jo Coulehan indicated multiple vendors plan to bid
 - ii. Meeting scheduled Monday , April 25th at 9am
 - iii. Jon Johnson updated the group on PROST; signage subcommittee applied for funds towards trail signage within the overall Wayfinding & Signage subcommittee
 - iv. Over the highway banner project is likely delayed until CDOT project
 - v. James Dickhoff working on Pagosa sign prototype
 - vi. Bob Hart thanked Jon Johnson for keeping after the project – considering issues with funding, CDOT, etc.
 - vii. Jon Johnson also mentioned enhancing the signs at Rotary Park and Wolf Creek Pass
 - viii. Valerie Green is working with Pagosa Arts council for designs
 - ix. Jon Johnson indicated he received brief update from Mary Tighe that she was continuing to research and had been in contact with a town in Alaska that had implemented a similar program using in kind donations
 - x. Jon Johnson also mentioned the big project for 2011 was a large directional sign west of Pagosa Blvd, as you enter town from Durango
- i. Reservoir Hill Task Force – Thad McKain, Larry Fisher
 - i. RFI reissued for Reservoir Hill Concessions; Town Hall indicated they wanted to see a response from each possible recreational amenity to have as much information as possible
 - ii. Reservoir Hill Task Force attended Parks & Rec Commission meeting on April 13th to discuss overall project
 - iii. Subcommittee meeting Thursday April 21st at 4pm
- j. Visitor Center subcommittee –Morgan Murri
 - i. Subcommittee discussed opening a satellite visitor center in the uptown shopping center with good visibility, area that receives a lot of traffic
 - ii. The satellite visitor center would be manned by volunteers if at all; possibility that shopping center could open and close visitor center and just provide information

- iii. Budget was prepared – expenses would be approximately \$15,000 in 2011, including rent, overhead, start up costs, etc.
 - iv. Chamber of Commerce Board was planning to discuss during Wed Board meeting
 - k. Grant Subcommittee – Morgan Murri
 - i. Morgan indicated the CDC Board was having an executive session on Monday to discuss grant program
 - l. Ambassador Program
 - a. Program will launch May 21st for Car Show and River Festival weekend
 - b. Ambassadors will wear t-shirts, hats and nametags to be easily identifiable
 - c. 5 training dates have been scheduled in May with Visitor Center; ambassadors will be required to attend one 3-hour training; additionally, ambassadors will likely be asked to attend on-site training along river walk and at overlook parking area cone
 - m. The meeting was paused briefly for an appreciation celebration for Bob Hart to thank him for his incredible efforts chairing the TTC; but meeting resumed; Bob had to leave meeting early; Morgan Murri ran meeting from this point
 - n. TTC Director Report – Jennie Green
 - a. Jennie asked group if they had any questions based on report
 - b. Mentioned Press & Media update
 - i. Working with Ore Communications going well
 - ii. Press Release promoting funky festivals went out on Apr 13th
<http://www.prweb.com/releases/pagosa-springs-colorado/events-summer-travel/prweb8302631.htm>
 - iii. Over 44 media outlets have picked it up and we secured one media writer in June from AAA as a direct result of the release
 - c. SWCTR meeting to be held in Pagosa Springs on May 23rd; likely 10 attendees from SW CO region; group works together to promote region and co-op advertising; Likely Sunday evening event, as most attendees will arrive night before – stay tuned for details
 - i. 1st meeting held in Pagosa!!
 - o. Old Business
 - a. Event Internship – Brittany Corcoran, Fort Lewis College

i. No update recently; Jennie to follow up

p. New Business

a. Public Comment

b. Any other new business to come before the Committee

q. Adjournment

a. Doris Green motioned to adjourn, Jim Smith seconded, all approved