



# Minutes

## Pagosa Springs Town Tourism Committee

Wednesday, April 11<sup>th</sup>, 2012

Ross Aragon Community Center

4 pm

Meeting called by: Bob Hart

Attendees: Voting Members; Bob Hart, Jon Johnson, Valerie Green, Madeline Lyon, Morgan Murri, RD Whittington, Kimberley Siler Bradshaw

Absences: Larry Fisher, Thad McKain, Jim Smith, 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

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1. Call to Order
  - a. Meeting was called to order at 4pm
2. Determination Of Quorum (6)
3. Approval of Minutes – March
  - a. Madeline motioned to approve March minutes, Jon seconded. All approved.
4. Chair Report – Bob
  - a. Town Council Retreat / Board training is scheduled for Friday, April 20<sup>th</sup>. TTC board members have been asked to attend from 9am until noon for training.
5. Treasurers Report – Thad McKain
  - a. Monthly Town Lodging Receipts report –February collections

- i. February was up 19.15% over 2011. Town lodgers collections are now tracking 8 months in a row of the highest collection totals.
  - b. Current finances
    - i. Everything looks good
- 6. Subcommittee Reports
  - a. Budget – Thad McKain
    - i. 2012 budget is fine, no issues at this time
  - b. Fulfillment – Jim Smith
    - i. New Request Information form live; auto response emails being sent with conversion triggers built in
      - 1. Complete the form on [www.visitpagosasprings.com](http://www.visitpagosasprings.com) to see the automated responses
    - ii. Visitor Guides will arrive this week
      - 1. Can we get a few volunteers to assist Darlene and Mel on Friday in moving pallets from Sun Warehouse to Cassio house / Gonzales Barn?
        - a. RD / Springs can provide staff, truck and lift to assist; need to determine logistics
        - b. Jennie will send email once pieces are coordinated
  - c. Marketing, website, trade shows – Chirag Patel
    - i. March lead generation update
      - 1. Internet Honey in place; additional data elements still remain to be integrated – itinerary builder on website, book direct, phone app (once developed)
        - a. Bob asked about number of guides being requested from TX and if we should focus more marketing in TX
          - i. Jennie explained that we are currently running promotions on NBC affiliate in Houston, residual TX Monthly, plus general outreach



1. Meeting will also review 10% return by event organizers to increase overall funding available for events – is program working? What does it look like?
  2. Meeting scheduled for 10:30am 4/17 at Tuesday at Pagosa Lodge
- f. Visitors Center report – Mary Jo Coulehan
- i. Traffic was slightly up in downtown visitor center over last March, with 2,394 over 2,343 in 2011
  - ii. Combined Downtown and Uptown traffic numbers reflect 2,520 total visitors, compared with 2,343 in 2011
  - iii. Due to Spring Break, the Uptown Center was staffed at least during the mid two weeks in March; full time including weekends.
- g. Special Projects – Jim Smith
- h. Lodging Compliance Program – Valerie Green
- i. Jennie working with Erin / County to complete phase II communications outreach
    1. Erin has been working directly with County she has gotten the letters approved they're working on the database now (address verification), which County should have completed by end of next week.
    2. The letter will have a response deadline of 5/15/2012
    3. Jennie to send letters to Town Attorney for review and signature for any needed town property contacts
- i. Wayfinding and Signage - Jon Johnson
- i. Area sign / map updates
    1. Working with Cassio Group on updates; maps have been updated, photos provided; currently developing forest service signs to be used in 5 locations
  - ii. New Hot Springs Banners have arrived and will be hung once spring winds taper down
  - iii. Group met at east side gateway sign last week
    1. Jon met with Drew Harbison to discuss gateway enhancements; also spoke with Steve Graham regarding solar lighting

- iv. Meeting next Wednesday, Apr 18<sup>th</sup> at 1pm to discuss gateway signs at Town Hall
- j. Reservoir Hill Task Force – Thad McKain, Larry Fisher
  - i. Ft Lewis College students will have report completed and available for our review by the end of April
    - 1. Jennie to attend Ft Lewis class presentation on Wed, Apr 18<sup>th</sup> at 9:35am at Ft Lewis college
  - ii. Town Council will make decision on Reservoir Hill during May mid-month meeting
- k. Other Capital Improvements
- l. Visitor Center subcommittee –Morgan Murri
- m. Ambassador Program
  - i. 2012 Plans
    - 1. Group met with Norm Vance last month to discuss 2012 ambassador program
    - 2. Norm Vance is asking for \$5000 to manage program for 2012 summer season – Fri – Sun between Memorial Day and Labor Day
    - 3. Group appreciates Norm’s efforts, but the TTC did not specifically budget \$5k for program manager in 2012
    - 4. TTC would like to continue program through volunteer efforts, same as Chamber diplomats
- n. Holiday Subcommittee – Madeline Lyon
  - i. Circus update
    - 1. Posters distributed around town end of March
    - 2. One month left!!
    - 3. Logistics should be handled; fill dirt needs to be moved to Res Hill from Mees / Dawson property
    - 4. Circus has been promoted to Rotary, on Positive about Pagosa radio show, local media, radio, chamber newsletter, visitpagosasprings.com, facebook, etc. Online sales will begin next week; tickets on sale in town now.

- ii. Red, White n' Brews lineup announced (Will Hoge, Stewart Mann & Statesboro Revue, Honeyhoney, Brooks-i and the White Buffalo)
      - 1. Working on securing beer, food and other vendors
      - 2. Tickets will go on sale in early May
  - o. Climbing Subcommittee – Morgan Murri
    - i. Met with folks in Buena Vista last week to review their bouldering features
    - ii. Working on conceptual designs; prices should be available in next week or so; location in Town Park has been identified
      - 1. \$35k - \$60k is ballpark pricing
  - p. 2012 Tourism Conference
    - i. Promotion underway
    - ii. Conference scheduled from 5-7pm on Tues, April 24<sup>th</sup> and 9am – 5pm on Wed, April 25<sup>th</sup>
    - iii. Secured beer sponsored through Standard Sales / Anheuser Busch – they are donating all beers to the networking event
      - 1. Thanks to Boone (and Stacey Boone)
- 7. TTC Director Report – Jennie
  - a. Email blasts – focusing efforts on automated responses, drafted editorial calendar for summer, creating conversion email for contest entries
  - b. Marketing has been focus – working through banner ad development, madden media materials and launch, PR efforts, new content for website, packaging content for promotion and much more
  - c. Jennie asked if anyone had any questions; no questions
- 8. Old Business
- 9. New Business
  - a. Public Comment
  - b. Any other new business to come before the Committee
- 10. Adjournment

- a. Jon Johnson motioned, Morgan Murri 2<sup>nd</sup>, all approved