



Minutes

Pagosa Springs Town Tourism Committee

Thursday, December 15th, 2011

Ross Aragon Community Center

4 pm

Meeting called by: Bob Hart

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

Absent: Chirag Patel, Jon Johnson

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

Please review: November Meeting Minutes, any committee reports that you receive

Please bring: Agenda, Committee reports

1. Call to Order
 - a. Morgan Murri called the meeting to order at 4:06pm
2. Determination Of Quorum (6)
3. Approval of Minutes – November
 - a. Valerie Green motioned to approve November meeting minutes; Jim Smith seconded; all approved
4. Chair Report – Bob Hart
 - a. RD Whittington was appointed to the at-large meeting during the last Town Council meeting
5. Treasurers Report – Jon Johnson

- a. Monthly Town Lodging Receipts report – January – October collections
 - i. October was 3.06% up with two payments outstanding
 - ii. In 2011, through October, collections exceed total amount collected in 2007 and 2008
 - b. Current finances – review ledger
 - i. Jennie will complete reconciliation of 2011 when year to date ledger is received
6. Subcommittee Reports
- a. Budget – Jon Johnson
 - i. Discuss 2012 Budget
 - 1. Town council approved 2012 budget during the December 6th meeting
 - b. Fulfillment Package – Jim Smith
 - i. Fulfillment RFP has been issued; deadline for responses is 12/30/11
 - ii. Jennie received phone call today from a local business with in house fulfillment that may be interested; if they are unable to respond by 12/30, it may be worth extending the deadline a week or so
 - c. Marketing, website, trade shows
 - i. Honeycomb
 - 1. Jennie provided an update on the marketing analytic solution
 - a. Marketing subcommittee meeting attended by majority of board; all were extremely excited to move forward
 - b. Solution provides complete view into the lifecycle of each lead – engagements (via facebook, enewsletters, etc), conversions (through new central reservation system), etc
 - c. Integrates all of our marketing tracking efforts to show full view
 - ii. Website enhancements
 - 1. enewsletter enhancements, possible CMS upgrade, banner ad rotation through google, landing page enhancements for mobile, facebook login through site and much, much more

- a. Meeting to be scheduled as Jennie works through proposal from JJC for enhancements
- iii. Phone app
 - 1. RD Whittington provided an update for the phone app
 - a. Dave at The Lounge (Albuquerque) – built phone app plug and play solution with geolocation services to push coupons or deals while customers are near
 - b. Sending a proposal for Pagosa to consider
 - c. Jennie mentioned the phone app could also integrate with Honeycomb marketing solution
- d. Central Reservations- Valerie Green
 - i. Approval by Lodging Association to go with Book Direct
 - ii. Town Council agreed with new direction during presentation today, Dec 15th
 - iii. Lodging Association will sign contract with Book Direct
- e. Events – Jim Smith
 - i. Approval of Recommended 2012 event funding
 - 1. Morgan Murri recused himself, as GECKO applied for funds
 - 2. Jennie sent out the proposed funding amounts to the entire board for review prior to the meeting. The amounts allocated to each event, as recommended by the event subcommittee, as indicated below.
 - 3. Valerie motioned to approve the funding allocations as the event subcommittee recommended, Jim Smith seconded;

2012 Event Funding Recommendations:

Event Name	Event Dates	2012 Amount Requested	2012 Recommended
San Juan River Music Festival	July 14th	\$ 4,000.00	\$ 2,000.00
Pagosa Springs Center for the Arts / Thingamajig Theatre	Summer 2011; TBD	\$ 15,000.00	\$ 5,000.00
Fiber Festival	Memorial Day Weekend	\$ 2,500.00	\$ -
GECKO Athletic Events - Turkey Track Trail Race, Mountain Chile Cha Cha, Trail Race, Stanley's Fat Tire Festival, Wolf Creek Pass Race, San Juan Physco-Cross, Devil Mountain Ultra Running Race, Tuff n Stuff Turkey Cross, Say-it-aint-snow Cross	June 9th, August 25th, September 22nd and 23rd, Sept 29, Nov 25th, Dec. 1st	\$ 7,000.00	\$ 7,000.00
GECKO Athletic Festivals - Rapids and Rhythms River Festival, Mountain Chile Cha Cha, and Four Corners Bike Festival	May 19 th , August 25 th and September 22 nd and 23 rd	\$ 8,000.00	\$ 8,000.00
Chamber - WinterFest	February 17-19	\$ 2,500.00	\$ -
Chamber - Pagosa Springs Car Show	May 21 - 22nd	\$ 4,000.00	\$ 2,350.00
Chamber - Great Golden Retriever Roundup	June 15 - 16th	\$ 3,000.00	\$ 2,500.00
Chamber - Renaissance & Pirate Festival	July 20 - 22nd, 2011	\$ 5,000.00	\$ -
Chamber - ColorFest	September 7-9th	\$ 5,000.00	\$ 2,000.00
Nordic Club	2012 /2013 Winter	\$ 4,500.00	\$ 4,500.00
Music Boosters	June 30th - July 7th	\$ 2,500.00	\$ -
Pagosa Farmers Market	Saturdays - July - September	\$ 2,200.00	\$ -
Folk n' Bluegrass	June 5th - 10th	\$ 4,000.00	\$ 4,000.00
Four Corners Folk Festival	Labor Day Weekend	\$ 6,000.00	\$ 6,000.00
Outlaw Snowdown	Jan 13-15th 2012	\$ 2,500.00	\$ 2,500.00
Total Funding Requested		\$ 77,700.00	\$ 45,850.00

4. Discussion followed:

- a. Doris Green questioned why the Renaissance Festival was not granted funds for 2012
- b. Bob explained the focus of the money was to bring tourists to town; surveys presented and participating lodgers in the discussion did not feel the results indicated Renaissance Festival brought people to town; the group agreed it provided something to do while in town
- c. Bob reiterated the focus of the funding was to attract a new audience, enhance the marketing efforts of the TTC
- d. Jim Smith suggested the group wanted to encourage an entrepreneurship spirit to grow each event through their own mechanisms and not rely on TTC funds to survive
- e. Jim Smith also expressed disappointment in other events that the subcommittee did not agree to fund; however, each allocation was made by the entire subcommittee

5. All voted in favor to approve the funding allocations by the Event Subcommittee
- f. Visitors Center report – Mary Jo Coulehan
 - i. Visitor Center traffic looks good, Oct was up
 - ii. If December looks good traffic-wise, we will match last year’s large numbers
 - iii. Morgan asked what she felt the increased visitation was attributed to, RD Whittington felt it was the Oct 8th Wolf Creek opening
 - g. Special Projects – Jim Smith
 - i. No updates
 - h. Wayfinding and Signage - Jon Johnson
 - i. Meeting in beginning of January; date being decided by subcommittee
 - ii. Sign should be completed next week
 1. Jennie indicated James was withholding entire payment to contractor to ensure job site was 100% clean next spring, when snow melts
 - i. Reservoir Hill Task Force – Thad McKain, Larry Fisher
 - i. Meeting held on Tuesday, Dec 13th
 - ii. David suggested the group investigate all funding options for Reservoir Hill; indicated he wants development to begin by Spring
 - iii. Funding information session with Region 9 to be held in Durango at 9:30am on Dec 21st
 - iv. Determined public input process – 1st meeting to be held on Wed, January 25th at 6pm in South Conference Room at Ross Aragon Community Center
 - v. RD suggested working sending business plan to Kelsey Warren
 - vi. Bob Hart asked to have Donald Trump be invited to town; Jennie is working on invitation
 - j. Visitor Center subcommittee –Morgan Murri
 - i. Meeting tomorrow morning, December 16th, at 9am
 - ii. The goal is to review budget and provide explanations to questions from Town Council

- k. Ambassador Program
 - l. Holiday Subcommittee – Madeline Lyon
 - i. Subcommittee group includes Madeline, Mary Jo and Jennie
 - 1. Met last month to try to get lighting contest in time for 2011 holidays
 - 2. Includes 4th of July and 2012 Holiday Lighting Contest
 - 3. Merchants Association discussed fireworks funding
 - 4. Group will meet again next month
 - ii. Morgan mentioned 4th of July concert event
 - 1. Jennie indicated Melissa was waiting until Outlaw Snowdown to focus on new event; however she has located artists that could work
 - iii. Bob asked who would serve as liaison for carnival
 - 1. Jennie explained Town staff had the connections; fireworks fundraising is meant to be a partnership with the Town
7. TTC Director Report – Jennie
- a. “New” Visitor Information Posters w/ QR codes being developed / produced
 - i. to be distributed around town – hung in storefronts, lobbies, etc
 - ii. include QR codes for lodging (book direct), area activities, events, social media, etc
 - 1. Jennie indicated design firm was developing unique barcodes (using logo, activity, etc)
 - iii. leverage visitor guide cover to provide branding / consistency for visitor information in town
 - iv. Use same concept for table tents for use in hotel rooms, on restaurant tables – work with area businesses to determine how best to leverage content for their business
 - v. Schedule to review pricing / design options for poster concept soon – stay tuned; need to determine print needs / lodging needs
 - b. Contests are strong right now, adding both fans and enewsletter subscribers
 - i. winter lodging package will be extended with enewsletter and additional Colorado enewsletter promotion; should generate over 1000 leads

- ii. Outlaw Snowdown ends this Sunday; over 660 leads thus far; Melissa Buckley has gotten bands, advertisers, partners and more to post contest on facebook

8. Old Business

9. New Business

- a. Public Comment
- b. Any other new business to come before the Committee
- c. Holiday Party
 - i. December 20th, 2011 at 6pm at Springs Resort, EcoLuxe
 - ii. Previous Board members attending as well, including Dan Rosenblatt, Daniel Gonzales, Pam Schoemig, Marcy Mitchell and active subcommittee member Kevin Anderson
 - iii. Springs Resort is hosting and allowing attendees to soak
 - iv. Attendees should bring \$20 gift for exchange if they want to participate
 - v. Each individual / couple should bring appetizer or dessert – sign up sheet was passed around
 - vi. TTC will cover other expenses
- d. Local TV station is losing sponsor; Mary Jo is uncertain how they will proceed
 - i. Has a huge local tourism audience once people are in town; Wyndham guests especially

10. Adjournment

- a. Morgan Murri motioned to adjourn; Jim Smith seconded; all approved