



Minutes

Pagosa Springs Town Tourism Committee

Wednesday, February 8th, 2012

Ross Aragon Community Center

4 pm

Meeting called by: Bob Hart

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

Absent: Chirag Patel

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

1. Call to Order – meeting was called to order at 4:00pm
2. Determination Of Quorum (6)
3. Approval of Minutes – January
 - a. Thad motioned to approve the January meeting minutes, Morgan seconded, all approved
4. Chair Report – Bob
 - a. TTC Board Appointments
 - i. Four board terms are up for renewal – Bob Hart, Larry Fisher, Thad McKain and Chirag Patel; all board members expressed interest in continuing on TTC
 1. Madeline Lyon motioned to approve the renewal of Bob Hart, Thad McKain, Larry Fisher and Chirag Patel to another 2-year term of the TTC; Valerie Green seconded, all approved

ii. Doris Green's term on the Chamber of Commerce has ended. The Chamber of Commerce has nominated Kimberly Siler Bradshaw to the TTC Board for one of their two seats

1. Madeline Lyon motioned to accept the Chamber's nomination of Kimberly Siler Bradshaw to the TTC, Morgan Murri seconded, all approved

5. Treasurers Report – Thad McKain

a. Monthly Town Lodging Receipts report –2011 collections

i. Lodgers tax collections in 2011 were \$407,213.99, up 6.07% over 2010

ii. Lodgers tax has increased by \$84,547.36 since 2008, or over 17,000 room nights

b. Current finances

i. Bill are being paid

6. Subcommittee Reports

a. Budget – Thad McKain

b. Fulfillment Package – Jim Smith

i. Jim Smith asked how leads were addressed that indicated they were arriving in May, yet winter guide is available

1. Jennie explained a winter guide is mailed initially and then a summer guide is sent to all requests during winter months that planned summer travel

2. Jim asked to schedule a meeting to discuss how best to provide the information they are looking for

ii. Jim Smith asked about previous discussions of selling the leads to area businesses; Jennie discussed that there were concerns about over saturating lead database with emails for multiple sources; group determined to discuss during next fulfillment meeting

c. Marketing, website, trade shows – Chirag Patel (Jennie provided report)

i. 2012 Marketing Plan

1. Marketing meeting was held on Feb 7th to review the proposed media placement plan for 2012; one adjustment was made to not

\$10k for future efforts

2. Jim Smith motioned to approve the revised 2012 media placement plan, Thad McKain seconded, all approved

d. Central Reservations- Valerie Green

i. Book Direct Update

1. Everyone is interested in new central reservation system, the challenge is getting the information from businesses
 - a. Jennie indicated that so far 3 county lodging properties have submitted their information, but no town properties; the new system will not go live until we have participation from the lodgers

e. Events – Jim Smith

- i. Dave “Mongo” Miller with the San Juan Shootists (www.sanjuanshootists.com) has approached the TTC about a new event – the Colorado State Championship to be held during the County Fair; this event has been held in Castle Rock, CO for the last few years; he has secured permission with the Fair Board

1. Event should bring 50-60 participants and their families to Pagosa for the 3 day event, many will possibly stay longer
 - a. Dave explained participants dress in 1800s attire and are judged on quick draw; to be competitive, you must draw weapon from holster and fire within ½ second
2. Jennie had Dave complete the event application for funding
 - a. Morgan asked if the funding request was specifically for marketing
 - i. Dave indicated it was to promote the state championship at the national level
3. David Mitchem asked if the national championships had a home
 - a. Dave explained that they have been held in Idaho City, ID, however, beginning in 2013, the host city will be selected through a bid process

4. Group discussed other ways to bring attention to the San Juan Shootists and their interest in public displays
 - a. Dave was extremely receptive and looked forward to exploring ideas with TTC
 5. Jim Smith motioned to approve \$1500 for the San Juan Shootists to promote the Colorado State Championship during the Archuleta County Fair August 3-5th; Thad McKain seconded, all approved
- f. Visitors Center report – Mary Jo Coulehan
- i. January 2012 fulfillment requests were up by 668, with 2111 requests in 2012 versus 1443 in January 2011
 - ii. Visitor Center traffic was also up – 848 in 2012 versus 694 in 2011
- g. Special Projects – Jim Smith
- i. Ice climbing and bouldering are very popular; local residents have expressed interest in adding features in town parks to enhance these opportunities
 1. Morgan Murri volunteered to begin the Climbing Subcommittee to focus on bringing more of these activities to Pagosa
 - ii. David Mitchem discussed that the Corp of Engineers approved 4 of the 5 proposed new river features; work will begin in the Spring
- h. Lodging Compliance Program – Valerie Green
- i. Erin Neer / Sweetbooks began outreach this week; we should begin to collect feedback and results very soon
- i. Wayfinding and Signage - Jon Johnson
- i. Jon Johnson thanked everyone for their tremendous efforts and commended everyone for their excellence
 - ii. Meeting was held today with great turnout
 1. New Main street banners have been approved and the order will be place within next week
 - iii. Small group of subcommittee has worked with engineering firm to have renderings developed for the River Promenade enhancements to enhance scenic overlook
 1. final renderings should be available within days

- iv. The rotary approached TTC about incorporating similar look and feel of new signs to enhancement of Pfeiffer Park
 - 1. Rotary is working with CDOT and County for ownership / right away
- v. Subcommittee will begin reviewing possible grant writers to pursue various projects; received pool of writers from CDC
- vi. The next meeting is scheduled for Wed, Feb 22nd at 10am;
- j. Reservoir Hill Task Force – Thad McKain, Larry Fisher
 - i. February 9th Public Meeting – everyone is encouraged to attend
 - ii. Presented to Rotary last Thursday; Thad, Bob and Jennie attended
 - iii. Board discussed Reservoir Hill project, public meetings, input from locals and various objections
- k. Other Capital Improvements
 - i. None
- l. Visitor Center subcommittee –Morgan Murri
 - i. Morgan asked the meeting scheduled for Thursday, Feb 9th at 9am be rescheduled for Friday, Feb 10th at 9am
 - ii. An advertising proposal for the visitor center will be presented during the Friday meeting
- m. Ambassador Program
- n. Holiday Subcommittee – Madeline Lyon
 - i. Tom Irwin – Feb 18th at Pagosa Lodge
 - ii. Circus – May 9th
 - 1. David committed to securing potable water for the event
 - 2. Everyone will need to commit to assisting with advanced ticket sales
 - iii. 4th of July Concert
 - 1. Yamaguchi Park being considered
 - 2. Working with Melissa Buckley to organize event
- 7. TTC Director Report – Jennie

- a. Jennie's assistant will begin on Monday, Feb 13th
 - b. Jennie asked if anyone had any questions about the report provided
- 8. Old Business
- 9. New Business
 - a. Public Comment
 - b. Any other new business to come before the Committee
 - i. Thad McKain indicated there was a merchant's meeting scheduled for February 23rd at 6pm; all are encouraged to attend
- 10. Adjournment
 - a. Jon Johnson motioned to adjourn, Thad McKain seconded, all approved