



Minutes

Pagosa Springs Town Tourism Committee

Wednesday, March 14th, 2012

Town Hall

2 pm

Meeting called by: Bob Hart

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

Absences: Kimberley Siler Bradshaw, Thad McKain

Non Voting Attendees; Jennifer Green, Patricia Schoffner, Dave "Mongo" Miller

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

Please bring: Agenda, Committee reports

1. Call to Order at 2pm
2. Determination Of Quorum (6)
3. Approval of Minutes – February
 - a. Morgan Murri motioned to approve the February minutes; Jim Smith seconded; all approved
4. Chair Report – Bob Hart
 - a. No update
5. Treasurers Report – Thad McKain (presented by Jennie Green)
 - a. Monthly Town Lodging Receipts report – January collections
 - i. January 2012 lodgers tax was up 7.32% over Jan 2011

- ii. Jan 2012 was the strongest Jan on record; 7 months in a row of record setting lodging tax collections

6. Subcommittee Reports

- a. Budget – Thad McKain (presented by Jennie Green)

- i. Bills being paid; 2012 budget looks good

- b. Fulfillment – Jim Smith

- i. New lead conversion email being developed to convert less qualified lead sources into various points of interaction

- 1. link to facebook
 - 2. link to you tube channel
 - 3. link to twitter
 - 4. view online visitor guide
 - 5. order a FREE guide to be mailed to you
 - 6. Book now (book direct widget)
 - 7. Link to website
 - 8. Build vacation itinerary
 - 9. sign up for monthly enewsletter
 - 10. Download free phone app (coming soon)

- c. Marketing, website, trade shows – Chirag Patel

- i. Internet Honey Integration – new lead gen reporting

- 1. sending leads into IH began in mid Feb, so Feb data is between Visitor Center compilation and IH reports; March data will all reflect leads going directly into IH
 - 2. Integration with Internet Honey and book direct, itinerary builder and website forms underway

- ii. Update on 2012 Marketing Plan

- 1. Madden Media – participating in 2012 co-op program at less than 20% of what TTC paid for same program in 2009; should generate 6k – 7k leads from April – September

2. New lead conversion email will be used for leads generated through Madden

iii. PR / Media Relations RFP – vendor recommendation

1. Ore Communications responded to RFP; worked with them in 2011
2. Jennie discussed proposed budget versus TTC allocation; Ore Communications indicated they could work within the TTC budget in 2012
3. Marketing subcommittee recommended Ore as the vendor for 2012 PR efforts
4. Madeline Lyon motioned to select Ore Communications as the PR vendor for 2012; Valerie Green seconded; all approved

iv. Phone App – vendor recommendation

1. Reviewed multiple possible vendors; marketing subcommittee met last Friday and reviewed options
 - a. Overview of various vendors was provided in monthly packet for review
2. Subcommittee asked Jennie to investigate user interface as multiple versions were reviewed by the preferred vendor – map-based versus more user friendly
 - a. Vendor confirmed user interface was based on clients desires and they could design based on our preference
3. Subcommittee recommends Discover Anywhere Mobile, based on overall price, experience in Tourism industry and integration with website CMS
4. Jon Johnson asked how phone app users would locate phone app
 - a. Jennie explained it would be heavily promoted on website, facebook and available to download through QR codes when visitors are in town
5. Jim Smith motioned to select Discover Anywhere Mobile as the phone app vendor, Madeline Lyon seconded, all approved

d. Central Reservations- Valerie Green

- i. Book Direct Update

1. 23 properties participating in initial launch, all downtown properties included
2. New reservation engine should launch within next month

e. Events – Jim Smith

i. 2013 CFDA National Championship Bid

1. Dave “Mongo” Miller presented the overview of the 2013 National Championship
 - a. Likely 3-4 bids will be submitted
 - b. Indicated that the State championship during County Fair will provide indicator to possible success
 - c. 20 registered for State Championship; most registrations come in within 6 weeks of event; budget plans on 60 participants
 - d. To bring National Championship, we need \$2000 sanctioning fee and \$15,000 in prizes, of which 1/3 of the prizes must be cash
 - e. National Championship would bring about 100-120 participants and their families
2. Morgan Murri suggested we see how the State Championship fares and consider a bid for the 2014 National Championship

ii. Funding request from Cruise-a-Thong

1. Cruise-a-Thong asked if the TTC would consider funding the 2012 event, even though they missed the deadline for applications for 2012 funding in Sept 2011
 - a. Jennie explained she reached out to Cruise a Thong organizer when applications were due and organizer indicated they were too busy to submit an application
 - b. Discussion followed about the event, funding requirements and why some events were not funded for 2012
 - c. Group determined that they were 6 months late in requesting funds, and wasn't sure why
2. Madeline Lyon motioned to not approve funding request for Cruise a Thong for 2012, however explain that the event is welcome to apply

for 2013 funding during the funding application process in Fall 2012; Jon Johnson seconded, all approved

- f. Visitors Center report – Mary Jo Coulehan (presented by Patricia Schoffner)
 - i. Visitor Center traffic was down in Feb by 6%; overall year to date traffic is up
 - ii. Return visitor numbers has increased
 - iii. Jennie asked the visitor center report be emailed
 - iv. Group asked questions about uptown / west side visitor center traffic
 - 1. Patricia indicated traffic numbers were extremely low
 - v. Bob Hart asked for a monthly update on traffic numbers specifically for the west side so the TTC can see effectiveness of funding
- g. Special Projects – Jim Smith
 - i. Jim Smith suggested the TTC invest in a web cam (prices range \$2k - \$3k, plus \$200 monthly for hosting) to show river traffic during the summer
 - ii. Jennie explained a landing page was created on www.visitpagosasprings.com featuring all of the area webcams – Wolf Creek, Pagosa Sun, pagosa.com and pagosacam.com
 - 1. Jim Smith thought a streaming webcam would be effective and drive traffic to website
 - iii. RD Whittington explained that the Springs purchased a new webcam with advanced capabilities this week and would be willing to share costs on hosting if webcam feed could be used on their website and www.visitpagosasprings.com
 - 1. Jennie indicated she would follow up with RD to investigate further
 - iv. Group determined to review webcam purchase for 2013 budget, if needed, after working with Springs in 2012 to leverage their webcam for river activity
- h. Lodging Compliance Program – Valerie Green
 - i. Group discussed Outreach Results
 - ii. Jennie meeting with Greg Shulte and Erin with Sweetbooks to discuss certified mailing, signed by County Attorney, to get properties that did not respond or would not provide information to confirm compliance

- i. Wayfinding and Signage - Jon Johnson
 - i. 2012 plans
- j. Reservoir Hill Task Force – Thad McKain, Larry Fisher
 - i. Fort Lewis College project; 3 students are investigating funding options and operational structure for their senior seminar in business management
 - ii. All 3 grew up in Pagosa and are very familiar with Reservoir Hill; all are excited and impressed town council is considering such a development
 - iii. Jennie is working with students to answer any questions and assist in any way they need
 - iv. Town Council plans to vote on next steps on April 19th
- k. Other Capital Improvements
 - i. No updates
- l. Visitor Center subcommittee –Morgan Murri
 - i. Updated signage being proposed for City Market shopping center
 - ii. Meeting will be scheduled when Mary Jo returns
- m. Ambassador Program
 - i. Group discussed 2012 Plans
 1. Norm is interested in again being in charge of Ambassador program, however payment is expected, based on 2011
 2. Group liked ambassador program, but felt more volunteers were needed
 - a. Patricia indicated diplomats volunteered in 2011, but were never contacted to participate
 3. Everyone liked the idea of the Visitor Center running ambassador program, but was understanding that they had two visitor centers to staff
 4. Group decided to schedule meeting with Norm to discuss program and expectations for 2012; Jennie will schedule meeting
- n. Holiday / Fireworks Funding Subcommittee – Madeline Lyon
 - i. Circus update

1. Circus is scheduled for May 9th
 - a. Posters, tickets (for advanced sales), and \$4 off adult ticket coupons have been received
 - b. Jennie will work with Mary to distribute posters in area businesses
 - c. Successful event will require a community effort
 - d. Subcommittee met at 12:30pm on Mar 14th to review game plan and review circus promotional information provided by Carson & Barnes
2. Pagosa Sun offered the TTC 4 weeks of ads in the weekly preview for \$1,430 to promote event, plus asked for 15 free tickets as prizes for coloring contest
 - a. Group determined it was best to investigate other advertising options, in exchange for banners hung during event and being fireworks sponsor, as out of pocket expenses to promote the event will limit the potential revenue generated to fund fireworks

o. Climbing Subcommittee – Morgan Murri

- i. Morgan Murri explained that a lot of progress had been made
- ii. Bouldering groups are pre-designed and can be configured for both advanced use or more playground style
- iii. Group is awaiting bids from a few different companies; however expected expenses would be \$25k - \$30k for Boulder system in park
- iv. Discussion held with Jim Miller about options and possible locations
- v. Group has raised seed money and expects matching funds can be located to help fund effort
- vi. Boulders are approximately 11 feet tall, oddly shaped and about 15 feet across

7. TTC Director Report – Jennie

- a. 2012 Pagosa Springs Tourism Conference & Business Expo
 - i. Confirmed speakers with Book Direct, Internet Honey, Colorado Tourism Office, Miles / Weaver, MMG Worldwide, Go Travel websites and more

- ii. Identified 5 local businesses to highlight during Success Stories during lunchtime presentation
 - iii. Agenda should be finalized this week; full event promotion will begin next week with online registration
 - b. Colorado facebook partnership
 - i. Colorado has promoted Pagosa, hot springs and Wolf Creek with multiple posts since last Thursday – generated increased traffic, fans and interest in Pagosa
 - ii. Response has been very positive and it was one of Colorado’s most successful contests
 - iii. Jennie working closely with their social media team; conference call scheduled on Fri to show me how to use google docs (free) to launch contests; their main social media / PR team member will be attending tourism conference
 - c. Texas A&M tourism marketing class is currently working on research project about Pagosa’s social media efforts and how we compare with other destinations; report will be provided to us when they have completed

8. Old Business

- a. None

9. New Business

- a. Public Comment
- b. Any other new business to come before the Committee

10. Adjournment

- a. Jon Johnson motioned to adjourn at 4:30pm; Larry Fisher seconded, all approved