



Minutes

Pagosa Springs Town Tourism Committee

Tuesday, May 17th, 2011

Ross Aragon Community Center

4 pm

Meeting called by: Bob Hart

Attendees: Voting Members; Daniel Gonzales, Doris Green, Larry Fisher, Bob Hart, Jon Johnson, Thad McKain, Jim Smith, Chirag Patel, Valerie Green, Madeline Lyon

Absent: Morgan Murri

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

Please review: April 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 –April
 - a. Daniel Gonzales motioned to approve April minutes; Madeline Lyon seconded, all approved
4. Chair Report – Bob
 - a. Bob indicated that he had invited Drew Harbison and Mike Alley to attend the meeting to discuss Christmas in Pagosa concept; neither had arrived yet, so Bob suggested when they arrive we fit them into the schedule
5. Treasurers Report – Jon Johnson
 - a. Monthly Town Lodging Receipts report – January – March collections

- i. March 2011 lodgers tax collections were up 6.93% over March 2010
 - b. Current finances – review ledger
 - i. Detailed ledger provided; Jennie Green indicated any reverse charges in various accounts was simply working out kinks with new accounting process
- 6. Subcommittee Reports
 - a. Budget – Jon Johnson
 - i. Detailed budget reconciliation reflecting 2011 paid expenses as matched with approved budget was provided and reviewed
 - b. Fulfillment Package – Jim Smith
 - i. 2011 Vacation Planner
 1. Jennie Green mentioned a work session was scheduled for Thursday, May 19th at 10am at the Community Center to review examples of other visitor guides and think about future direction
 2. Jim Smith provided an overview of what the fulfillment committee was hoping to achieve out of work session and future steps
 - a. There are many different formats for a fulfillment piece; Jim wants the subcommittee to review various formats and determine the best approach for a piece mailed out to “lure” people to Pagosa Springs
 - b. Should the TTC provide a “coffee table book” as a guide or a small pocket sized guide with little or no advertising, etc.
 - c. Jim Smith asked that anyone with input to try to attend on Thursday at 10am
 - d. Bob Hart mentioned that he did not want to change course without giving vendor fair shot
 - i. Jennie indicated vendor had suggested that they were not interested in bidding on future projects related to a visitor guide
 - ii. Redemption program
 1. Mailer was sent to board with packet; piece will be used to promote gift program to complete loop on mailed guides and visiting tourists

2. Patricia Shoffner asked about moving to a reader response card format to save time in fulfillment; Jennie explained that currently we are testing new process and will evaluate program and look to make changes due to cost / response as needed; however, fulfillment program is being handled as it was pitched by Cassio Group
- c. Marketing, website, trade shows – Daniel
- i. Daniel Gonzales provided an overview of money allocated specifically from events and marketing budgets to promote area events – through billboards in Albuquerque and banner ads across multiple sites
 - ii. Mobile website
 1. Jennie met with Jesse James Creative while in NYC recently and had a very productive meeting (shared office space, casual attire)
 2. Mobile website comps were provided and discussed briefly; group liked the design
 3. Jim Smith asked who was doing the work on mobile site
 - a. Jennie explained the work was leveraged from the original contract with JJC
 - b. Bob Hart mentioned he felt we had really gotten out money's worth from the website project thus far, especially as compared to the first website
 4. Marketing meeting scheduled for Wednesday, May 25th at 10am at Pagosa Lodge
- d. central reservations- Valerie Green
- i. Gateway update
 1. Valerie has had conversations with Kory Samson at Gateway
 - a. Kory has expressed concerns with not being able to speak during the tourism conference and is preparing a list of concerns
 2. Larry Fisher asked when the contract expired; Jennie indicated March 2012
- e. Events – Daniel
- i. No update; Event funding considerations for 2012 will begin in August

- f. Visitors Center report – Mary Jo
 - i. Fulfillments were way up in April – TTC’s Houston TV station promotion netted 700+ leads
 - ii. Visitor Center traffic is slightly down; however international traffic is strong
- g. Special Projects – Jim Smith
 - i. No update
- h. Lodging Occupancy Reports – Daniel
 - i. Occupancy reports were sent out to board; Daniel provided an overview
 - ii. Madeline Lyon asked for clarification on which properties were providing data and how it was collected
 - 1. Daniel explained the county data collection was voluntary and town collection was included on tax form and provided by most
- i. Capital Projects – Jon Johnson – Signage and Wayfinding
 - i. Jon Johnson provided a comprehensive overview
 - 1. Group is meeting at least once per week as projects are underway; Next meeting scheduled Thursday, May 19th at 9am at Town Hall to review design concepts for light post banner project
 - 2. Location being determined for Vehicular Directional sign on west side of N. Pagosa Blvd; RFP should go out in next week
 - 3. Hwy 84 billboard being printed; stay tuned for help needed with installation
 - 4. Plans to replace signs at Pass Overlook and Rotary Park, Reservoir Hill trail signage and Visitor Center 2-sided sign
 - 5. Jon also thanked Mary Jo and Patricia for their incredible training program for Visitor Center diplomats and now Tourism Ambassadors, as he recently attended a training class
 - ii. Patricia mentioned that the glass on the relocated sign in Town Park was broken on the right side
- j. Reservoir Hill Task Force – Thad McKain, Larry Fisher
 - i. Larry Fisher explained the task force was awaiting clarification from town council; next meeting scheduled at 4pm on 5/19

- ii. David Mitchem indicated that Town Council was discussing the issue during their meeting on Thursday, May 19th at 12pm
- iii. Bob Hart mentioned that once direction from Town Council was provided the Task Force should look to fund the development of the business plan by a 3rd party
 - 1. Jon Johnson motioned to allocate up to \$5k towards the development of a business plan for Reservoir Hill, given Town Council direction; Daniel Gonzales seconded, all approved
- iv. InPlan software training
 - 1. Jennie mentioned that training for the new InPlan Economic Development software was being held in Durango next week and David had suggested it might be beneficial for Jennie to attend
 - 2. Training will cost approximately \$1000
 - a. Jim Smith motioned to fund \$1000 towards InPlan Software Training; Chirag Patel seconded, all approved
- k. Other Capital Improvements (Fish Stocking)
 - i. Jennie explained that the TTC had approved \$4500 in the 2011 budget towards fish stocking and asked the board to review the expenditure before funding was provided
 - 1. Larry Fisher explained that many fundraising efforts were scheduled to coordinate with stocking; including a bbq in June in Town Park
 - 2. Jim Smith mentioned he thought the approved amount was \$20,000
 - a. Jennie explained that other expenditures in Capital Improvements whittled away at the originally suggested amount, however, approved expenditure was only \$4500
 - 3. Jim also felt the funding was contingent upon catch and release waters
 - a. Larry Fisher explained that there was a DOW meeting scheduled to discuss catch and release and we needed to get as many people to attend as possible
 - b. Jodi Starr confirmed DOW meeting was scheduled for May 31st at County Fairgrounds from 6-8pm
- l. Visitor Center subcommittee –Morgan Murri

- i. Mary Jo explained that the next Visitor Center subcommittee meeting was scheduled for May 24th at 9:30 at Higher Grounds Coffee
 - 1. Chamber Board discussed opening a visitor center uptown and determined it was worth considering if need was warranted and community supported a second visitor center
 - 2. Mary Jo indicated that there had been discussions to combine more visible CDC location and uptown visitor center
 - a. Group will continue to explore possibility and determine whether to approach funding sources
- m. Grant Subcommittee – Morgan Murri
 - i. Bob asked David if he had an update on Grant Writer
 - 1. David indicated the grant writer was working on grant for the Dept of Commerce currently and will have submitted an application for a grant in excess of \$1 million
 - ii. David provided an update that the TTC had been excused from paying during the 1st quarter, however should be expected to contribute towards and receive ongoing support from grant writer
 - iii. Jon Johnson expressed concern over quantifiable results
 - iv. David felt the TTC should receive value for their investment and should evaluate it at the end of the year to determine future funding
- n. Ambassador Program
 - i. Jennie provided quick update
 - 1. Ambassador program to kick off May 21st; ambassadors will wear t-shirts, hats, nametags and carry canvas bags
 - 2. Training has been held for ambassadors in conjunction with visitor center diplomat training, conducted by Chamber
 - a. While diplomats are excited about the program, Patricia expressed concern that few of Norm’s original list had attended training; last training scheduled May 19th from 1-5pm

7. TTC Director Report – Jennie

- a. Jennie asked the board if they had any questions based on report provided

- b. Increased PR efforts will need support from Board; we will be hosting more media writers and will need people sacrifice their time to go fishing, floating, hiking, out to dinner, etc and promote Pagosa and answer questions while doing so

8. Old Business

- a. Drew Harbison Christmas Event – Subcommittee
 - i. Mike Alley arrived just as topic was being discussed
 - ii. Bob Hart explained that Drew Harbison had presented to TTC during the last meeting and expressed interest creating Pagosa into a holiday decoration destination during the month of December
 - 1. Mike explained that the annual LPEA golf tournament was going to raise funds to upgrade downtown holiday decorations, as the existing ones were old and were becoming possible fire hazards
 - iii. Bob suggested a meeting be scheduled to bring parties together

9. New Business

- a. C3 Event infrastructure funding request – beer garden fencing and structure
 - i. The C3 events group had determined a huge improvement for Town Park would be placing pvc piping in the ground in order easily place fencing, eliminating issues with breaking water pipes or other utilities, which happens by at least one event organizer every year , and saves tremendous time for event organizers
 - ii. Jennie provided quick overview that the C3 group had requested funds from PROST, PROST had recommended to BoCC, however, BoCC declined the request
 - iii. Mary Jo Coulehan explained that both she and Morgan Murri attended the BoCC meeting and pleaded with the Commissioners to consider the request; however they felt it was for infrastructure and not specific to parks
 - iv. Daniel Gonzales asked David Mitchem if the Events subcommittee funded \$1500, would the town match? David said he would take it into consideration
 - 1. Daniel Gonzales motioned to approve up to \$1500, if within the budget, to be used to add reusable infrastructure in town park (pvc pipes, fencing) for events to use

b. Public Comment

- i. No public comment
- c. Any other new business to come before the Committee
 - i. Larry Fisher asked that if any additional money could be found in the budget, the TTC consider it being allocated towards additional fish stocking

10. Adjournment