



Minutes

Pagosa Springs Town Tourism Committee

Wednesday, November 16th, 2011

Ross Aragon Community Center

4 pm

Meeting called by: Bob Hart

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

Absent: Thad McKain

Non Voting Attendees; Jennifer Green, RD Whittington, Victoria McClure

Please review: October 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 – October
 - a. Morgan Murri motioned to approve October meeting minutes, Jim Smith seconded, all approved
4. Chair Report – Bob Hart
 - a. At-large Board Member opening
 - i. Daniel Gonzales is trying to focus on traveling (around the country in an RV), he has resigned his at large position, but will still be active when in town; an opening was announced and promoted in local media – 3 letters of interest were received

1. Jerry Smith – consultant and active community volunteer submitted a letter of interest; he was unable to attend the meeting
 - a. Group discussed all of the areas that Jerry contributes and expressed how great of an asset he was to the community
2. Victoria McClure – Esthetician at All About You Day Spa also submitted a letter of interest and attended the meeting
 - a. She presented to the Board explaining why she would like to be on the board
 - i. 40 years of professional experience, expressed enthusiasm for participating with TTC
 - ii. Moved to Pagosa Springs last year, wants to be involved in the community where she lives
 1. Lived in Asheville, NC for last 11 years, in Pagosa for one year
 - iii. Experience in event planning
 1. Recently worked with Oktoberfest
3. RD Whittington - VP Sales & Marketing at Springs Resort & Spa
 - a. Manages a marketing budget in excess of \$350k for the Springs
 - b. Has visited Pagosa his entire life; worked on his uncle's ranch during summers
 - c. Over 175,000 visitor to the Springs bath house each year – his position requires working directly with our tourists
 - d. Focused on social marketing efforts- facebook, twitter, trip advisor, etc
 - e. Serves on the Board for Tour Colorado; CK Patel / Pagosa Lodge also new member
 - f. Also owner of Hands Up Entertainment; an event organizer that recently organized Akon Freedom Fest with in excess of 12k attendees
 - g. Recognizes that the Board puts its heart and soul into tourism; wants to contribute and further TTC's efforts

- ii. Board determined to hold a silent vote via email; Jennie will send out email, members will respond directly to Jennie; the individual that receives the most votes will be appointed to the at-large seat

5. Treasurers Report – Jon Johnson

- a. Monthly Town Lodging Receipts report – January –September collections
 - i. September lodgers tax was up 6.5% over 2010
 - ii. Year to date lodgers tax 4.62% over 2010, or \$13,563.61
 - iii. Tracking to meet projected increase for 2011
- b. Current finances – review ledger
 - i. Some line item expenditures are under for the year:
 - 1. Lodging Tax Rebate is due by 12/31/11 – currently, in excess of \$14,800 remaining in budget
 - 2. Visitor Guide overage was estimated at \$10k, however less than \$4k was expended
 - 3. Wayfinding and Signage Committee is awaiting final costs from West side Directional Sign before allocating remaining funds budgeted (approximately \$15k - \$20k) – Jennie recommended these funds be moved into 2012 budget for Wayfinding and Signage if unexpended
 - 4. TTC will likely carry over an additional \$15k - \$20k into reserves, putting reserve balance at \$80k - \$85k in 2012; TTC will meet in early January to discuss overall reserve balance and determine projects that might benefit

6. Subcommittee Reports

- a. Budget – Jon Johnson
 - i. Review 2012 Budget
 - 1. The Budget Subcommittee has met repeatedly during the last few months
 - 2. The latest budget approved by budget subcommittee (participants include majority of TTC Board) has been amended slightly
 - a. A revenue line item of \$17,300 has been added with a expenditure line item of \$17,300 for fireworks;

- c. Marketing, website, trade shows
 - i. A variety of banner ads (20+) are being developed – close to completion
 - 1. Winterfest, Outlaw Snowdown, Winter Lodging packages, Wolf Creek Snow Totals, Winter Lodging Contest giveaway, local appreciation days, general winter, Pagosa Center for Arts events
 - ii. New York City meetings went well
 - 1. Media meetings were great and cost-effective for TTC
 - a. Resulted in a feature in a regular Women’s Running column promoting Girl’s weekend getaway for Turkey Track Trail Marathon
 - 2. Website vendor meeting lasted 3 hours – went through a variety of enhancements to website, social media integration and much more
 - iii. Trade Shows went well
 - 1. Jennie worked Wolf Creek / Pagosa Springs booth at Denver Ski Show Nov 4-6th
 - a. Denver audience knows Wolf Creek, snow totals, many had visited Pagosa Springs during summer – big difference in last few years – it used to be “where is that” or “that’s a long ways away”
 - 2. Total of approximately 1,000 leads collected during all 3 shows – 380+ in Albuquerque and 600+ in Denver
- d. Central Reservations- Valerie Green
 - i. Contract with Gateway / Town will not be renewed
 - ii. New reservation system being explored by Lodging Association – Book Direct by Jack Rabbit Systems
 - 1. An option has been identified that would provide zero percent commission for participating lodgers; TTC would cover licensing expenses
 - a. The increased lodgers tax by having 90%+ participation rate should offset the licensing fees
 - b. Key properties have already expressed interest in participating

- c. System includes mobile, facebook and website integration
 - 2. Multiple demos conducted with Lodging Association and various members of lodging community with overwhelming support
 - e. Events – Jim Smith
 - i. 2012 Application Process underway; interviews being held Dec 1st
 - ii. Events subcommittee investigating ways to get returns on event funding dollars to allocate towards fireworks
 - f. Visitors Center report – Mary Jo
 - i. Visitors were up 10% in October
 - ii. Jennie explained that the decrease in fulfillment requests was not indicative of overall lead generation – not all leads generated request visitor guides - some subscribe to e-newsletter (including all trades how leads and contest leads)
 - g. Special Projects – Jim Smith
 - i. No update
 - h. Capital Projects – Signage and Wayfinding - Jon Johnson
 - i. Sign is 75% completed; rock needs to be completed and sign cabinet will arrive during 1st week in December
 - ii. James located funds in Town Budget to purchase \$2k worth of brackets needed for downtown posts; Signage subcommittee will commit remaining funds to acquire necessary brackets
 - iii. Meeting in early December to begin planning 2012; goals have been set, however, the subcommittee seeks to have 2012 efforts in place earlier in the year
 - iv. Winter Hwy 84 billboard is ready to hang; Jon Johnson will coordinate people to assist in replacing the summer version with the new winter one
 - i. Reservoir Hill Task Force – Thad McKain, Larry Fisher
 - i. Meeting on Thursday, Nov 17th at 4pm at Community Center to discuss next steps, after conceptual approval of business plan
 - 1. Next step includes exploring financing options
 - ii. Multiple business owners and area residents plan to participate

- j. Visitor Center subcommittee –Morgan Murri
 - i. West side visitor center is close to opening
 - 1. CDC offices relocated over the weekend – foot traffic was evident during the weekend
 - k. Ambassador Program
 - i. Jennie explained that Norm Vance and others had recently formed a committee to focus on hunter hospitality; the group is requesting \$5k in funds from the TTC for hospitality efforts
 - ii. Larry Fisher agreed to chair subcommittee; Morgan Murri and Madeline Lyon expressed interest in participating and listening to the group’s plans and use of proposed funding
 - 1. Group determined that they would meet with the Hunter Hospitality group after the 1st of the year; Jennie will schedule meeting
7. TTC Director Report – Jennie
- a. Jennie had spoken during much of meeting and asked the group if they had any additional questions
 - i. Morgan Murri indicated Pagosa Springs is awaiting response from USA Pro Cycling Challenge as a host community in 2012; the group was pleased with the response provided
8. Old Business
- a. None
9. New Business
- a. Public Comment
 - i. None
 - b. Any other new business to come before the Committee
 - i. Bob asked the Board if they would like to have a holiday gathering, like the Board did in 2011 at Doris Green’s house
 - 1. RD Whittington offered to host the party at the EcoLuxe at Springs Resort; Doris Green is also willing to host the party
 - 2. Jennie will send out Doodle requests to identify a good date for the holiday gathering; the group will have a potluck (Dec 16th is Chamber party)

- ii. Jennie also indicated the next board meeting is schedule December 20th, the week of Christmas, given that many board members are extremely busy during the holiday season, the group determined that Jennie will send out a Doodle request for options for the Dec meeting for the 13th or 14th
- iii. Jim Smith asked that the TTC set up a google calendar with all subcommittee meetings / TTC related meetings
 - 1. Jennie said she would work on it, however please understand an adjustment period as meetings are already published in multiple outlets

10. Adjournment

- a. Larry Fisher motioned to adjourn, Doris Green seconded, all approved