



Minutes

Pagosa Springs Town Tourism Committee

Tuesday, October 18th, 2011

Ross Aragon Community Center

4 pm

Meeting called by: Bob Hart

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

Absentees: Madeline Lyon, Doris Green

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

Please review: September 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 – September
 - a. Daniel Gonzales motioned to approve September minutes; Morgan Murri seconded; all approved
4. Chair Report – Bob Hart
 - a. Bob Hart thanked everyone for their help, but especially all involved in Res Hill Business Plan
 - b. Bob Hart mentioned that one board member has missed 3 meetings in a row; Bob Hart will speak with Kathy Keyes about getting a replacement name
 - i. Mary Jo Coulehan indicated that Bill Schwab had previously volunteered

- c. Bob also mentioned that this will be Daniel Gonzalez's last meeting; TTC will publish request in local media for an at-large seat
 - i. David Mitchem also thanked Daniel for his service, all of his help and overall analytics on lodging occupancy
 - ii. Rest of board voiced appreciation
- 5. Treasurers Report – Jon Johnson
 - a. Monthly Town Lodging Receipts report – January –August collections
 - i. Wednesday 9am at Pagosa Lodge
 - b. Current finances – review ledger
- 6. Subcommittee Reports
 - a. Budget – Jon Johnson
 - i. Meeting scheduled for Wednesday, October 26th at 9am to review and discuss adjustments to 2012 budget
 - b. Fulfillment Package – Jim Smith
 - i. Contract to be signed with Sun
 - ii. Jennie to draft fulfillment RFP to locate fulfillment service provider for 2012
 - c. Marketing, website, trade shows – Daniel
 - i. 2012 focus to integrate marketing efforts – online, social, mobile, print, etc.
 - d. Central Reservations- Valerie Green
 - i. Live demo this evening for Jack Rabbit Systems during Lodging Association meeting
 - ii. Valerie is pleased with the vendor that is providing a demo
 - e. Events – Daniel
 - i. 2012 Application Process underway
 - ii. Jennie holding one on one marketing meetings with each applicant
 - iii. Interviews will be scheduled week of November 7th; TTC Board will vote on recommendations during Nov 15th board meeting
 - f. Visitors Center report – Mary Jo

- i. Down in visitor center slightly; similar states stops in visitor center
 - ii. Winter hours have begun at the Visitor Center
 - g. Special Projects – Jim Smith
 - i. No update
 - h. Lodging Compliance
 - i. Erin / Sweetbooks has completed initial database
 - ii. Meeting scheduled on Tues Oct 25th at 2pm to review and determine how best to verify addresses and compliance
 - iii. Lodgers Fee Collection
 - 1. Jennie provided overview of voluntary 3% lodgers tax collected by County properties that desired to contribute the same total as Town properties for area tourism efforts
 - 2. Jim Smith asked about an incentive
 - 3. Valerie Green mentioned that County properties do not feel they are part of the town's activities or efforts
 - 4. Morgan indicated it would be a good time to change the name of TTC to something more encompassing of area / region
 - 5. Valerie Green volunteered to introduce this to area lodgers
 - 6. Mark Weiler asked the TTC to ask what it would take for properties to self-collect an additional fee
 - i. Capital Projects – Jon Johnson – Signage and Wayfinding
 - i. West side sign
 - 1. Progress has been slow; both structure and cabinet should be completed by Oct 28th
 - 2. 2012 visioning has begun; waiting to see remaining budget for 2011 to determine next steps
 - 3. Discussing enhancements to Rotary park, overlook sign, and partial order to banner project for remaining 2011 budget
 - ii. Hwy 84 banner

1. waiting on quote from printer; should be ready next week to replace existing banner
- iii. Scenic Overlook structure – plans for enhanced structure; discussions underway
- j. Reservoir Hill Task Force – Thad McKain, Larry Fisher
 - i. Presentation to Town Council on Thursday at Noon; all encouraged to attend
 1. Larry Fisher asked each Board member to attend and to bring others with them to meeting
 2. Jennie Green to send out brief with minutes
 3. David Mitchem indicated that this project is extremely important to Pagosa – it will add jobs, strong tourism base and more
 4. Mark Weiler asked for the 30-second elevator pitch for what we want
 5. Increase use of Reservoir Hill, no charge to taxpayers, privately funded; concessionaire vendors and the use of Reservoir Hill will include the amphitheatre; free chairlift and observation tower, increase year-round use of hill and fund other activities not limited to, but including alpine coaster, zipline
 6. Bob Hart added the main goal is to increase tourism and bring an additional \$14-\$22 million in tax revenue
 7. Mark Weiler asked for the benefit – in sales, must present a benefit
 - a. 5 years ago, the community had the vision to focus on tourism; as a result, we weathered the economic storm
 - b. Goal is to get existing tourists to stay an additional night in town
 - c. Increased sales tax revenue is a result
 - d. Develop 30-second elevator pitch – what is the benefit?
 8. David met with Dutch English (Sports with no Rules) has amassed young people that are extraordinary athletes, especially mountain climbers
 - a. Interest in creating “bouldering” park for youth to adults
 - b. Ice climbing an extension for winter-use

1. Group will decide destination in next few weeks

10. Adjournment

- a. Jon Johnson motioned to adjourn; Morgan Murri seconded; all approved