



Minutes

Pagosa Springs Town Tourism Committee

Tuesday, September 20th, 2011

Ross Aragon Community Center

4 pm

Meeting called by: Bob Hart

Attendees: Voting Members; Daniel Gonzales, Doris Green, Jon Johnson, Thad McKain, Jim Smith, Valerie Green, Morgan Murri

Absentees: Bob Hart, Chirag Patel, Larry Fisher, Madeline Lyon

Non Voting Attendees; Jennifer Green

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

Please bring: Agenda, Committee reports

1. Call to Order – Morgan Murri called the meeting to order at 4:08pm
2. Determination Of Quorum (6)
3. Approval of Minutes – August
 - a. Daniel Gonzales motioned to approve the August minutes, Jon Johnson seconded, all approved
4. Chair Report – Bob Hart – update provided by Morgan Murri
 - a. Reservoir Hill Business Plan being developed
 - b. Jennie Green provided additional update; Task Force will present conceptual overview to Town Council on Thur, Oct 20th to seek approval of direction and to engage in public review process
5. Treasurers Report – Jon Johnson

- a. Monthly Town Lodging Receipts report – January –July collections
 - i. July was very strong, up over 10% compared to 2010; year to date collections are up 3.5% over 2010
 - ii. August payments due today; update should be available by end of week
 - b. Current finances – review ledger
6. Subcommittee Reports
- a. Budget – Jon Johnson
 - i. Jennie Green explained that since retreat, David Mitchem had indicated required expenditures to consider from the 2012 TTC budget – including fireworks, tax rebate, grant writer
 - ii. Jim Smith questioned budget decisions made without TTC Board input; he indicated that he had recently read articles regarding concerns with government involvement in local tourism efforts
 - 1. Due to overwhelming concern from TTC Board about Town Government telling TTC how to spend the budget, the Board asked to meet with David Mitchem to discuss 2012 budget in detail
 - iii. The Board determined to hold a budget meeting to discuss
 - 1. Jennie Green will arrange a time with David to discuss 2012 TTC budget and the Town dictating expenditures; meeting is aimed for Sept 28th
 - b. Fulfillment Package – Jim Smith
 - i. No update
 - c. Marketing, website, trade shows – Daniel
 - i. Websites, social marketing, print advertising, billboards, online ads, banner ads, e-newsletters all in process
 - ii. Marketing subcommittee determined to discontinue advertising in the Durango Herald visitor guides in 2012
 - iii. PR / Media Relations
 - 1. Media writers – activities, lodging, dining being donated
 - a. Approve credit card for Jennie
 - b. Letter of thanks from TTC to each participant

- iv. 2012 Planning
 - 1. Jennie Green attending Governor's Conference Sept 21 & 22nd; new options will be considered
 - 2. Meet at Pagosa Lodge on Wed Sept 28th 10:30am
- d. Central Reservations- Valerie Green
 - i. Lodging association has decided what they want out of a system
 - ii. CK Patel has spoken RD Whittington at the Springs Resort; interest in working together as a community offering rooms and hot springs passes
 - iii. Jennie Green explained that notification had been sent to Gateway Reservations that the Town would not be renewing the contract in 2012; Davis Mitchem has expressed interest in ending the relationship sooner
- e. Events – Daniel
 - i. 2012 Application Process
 - 1. Jennie Green indicated that a little over \$76,000 for funding requests had been received; marketing meetings will be held by October 7th and the TTC Board will have funding recommendations to review during October 18th meeting
 - 2. Daniel expressed concerns over PROST not approving funding for needed infrastructure
 - a. Morgan Murri explained Fencing has been purchased; posts for installation have not been acquired; octopus box was also not funded
 - b. Without fencing from FolkWest this weekend, the GECKO Four Corners Ride + Reggae Festival may not be able to serve alcohol
 - ii. Morgan Murri updated Board regarding 2012 Pro Cycling Challenge
 - 1. USA Cycling has asked Pagosa Springs to bid on the 2012 Pro Cycling Challenge – deadline is October 31st, with 2012 route announced by end of year
 - 2. Jennie Green will get more understanding of requirements from 2011 participating communities during Governor's conference
 - 3. Morgan indicated over 100,000 fans were outside Breckenridge

4. Event is last week of August; a critical time to draw more visitors
 5. Morgan had a great meeting with new CDOT Director for SW region; very open minded to events on area highways
 6. Davey Pitcher is in favor of using Wolf Creek for 2012 proposal
- f. Visitors Center report – Mary Jo
- i. West side visitor is almost complete; build out complete by Friday, Sept 23rd
 - ii. August traffic was up; fulfillments were down – however, Board determined as potential visitors were obtaining information in more ways, the decrease is what the TTC was hoping would occur
- g. Special Projects – Jim Smith
- i. No update
- h. Lodging Occupancy Reports – Daniel
- i. Overall properties are showing a slight increase over last year
 - ii. Contract signed with Sweetbooks, LLC today, Sept 20th
- i. Capital Projects – Jon Johnson – Signage and Wayfinding
- i. Uptown directional sign; structure is in place; cabinet is approved and on order
 1. Jon presented final draft of sign content
 2. Delivery week of October 8th
 - ii. Meeting next Wednesday, Sept 28th after budget and marketing meeting
 - iii. Overlook parking structure enhancements
 1. Jennie Green suggested a merger of the Ambassador program and Wayfinding / Signage, as the group led the effort in 2011 for the River Overlook shade structure ; all agreed
 - iv. 2012 planning includes:
 1. Talisman and Piedra Road signs for 2012
 2. Banner projects
- j. Reservoir Hill Task Force – Thad McKain, Larry Fisher

- i. Group asked for a review of presentation prior to Town Council conceptual presentation on Oct 20th
- k. Visitor Center subcommittee –Morgan Murri
 - i. New west side visitor center will be open soon
- l. Grant Subcommittee – Morgan Murri
 - i. 2011 payments / 2012 plans
 1. Majority of TTC Board members felt that the TTC determined the obligation was not fulfilled in a prior meeting with David Mitchem and therefore not obligated to pay for a grant writer
 2. Rich Lindblad, CDC Director, has identified a pool of qualified grant writers
 3. Morgan Murri, amongst others, felt David agreed the TTC was off the hook for grant writer position, however, the Town was still on the hook
 4. At most, TTC Board feels only 6 months of time should be paid, and one quarter was waived, therefore, the TTC only owes for one quarter, or \$2,250
 5. The Board determined it would not desire to pay into a pool for grant writers without work performed, however, the TTC will utilize the remaining budget to pursue grants with qualified grant writers in the pool of writers
 6. Highest grant priority is wayfinding / signage grant opportunities
 - ii. Jim Smith motioned for the TTC Board to approve paying no more than two quarters, one of which was waived; therefore, one quarter to be paid to the CDC, or \$2,250.00, for the 2011 grant writer position, Jon Johnson seconded, all approved
- m. Ambassador Program
 - i. 2012 plans to enhance shade structure / river overlook
 - ii. TTC needs to work with Norm to determine 2012 program
 - iii. Jennie Green nominated Wayfinding / Signage subcommittee to take over Ambassador program, as they have been heavily involved in 2012
 1. Jon Johnson, and entire TTC board, agreed

7. TTC Director Report – Jennie

- a. Upcoming Press Trip to NYC; Jennie to meet with 4-6 media writers; meeting with website vendor too; trip paid by TTC Director, not TTC PR budget
- b. Local PR effort –radio show, attempting to get regular column in the Sun – new group will be formed to assist with updates
- c. Form group to review / update bylaws, review subcommittees – meeting to be scheduled week of October 3rd – existing bylaws attached for review
- d. Stay tuned for budget, marketing and wayfinding / signage subcommittee meetings next Wed, Sept 28th starting at 10:30am

8. Old Business

9. New Business

- a. Public Comment
- b. Any other new business to come before the Committee
 - i. No new business

10. Adjournment

- a. Thad McKain motioned to adjourn at 5:14pm, Jon Johnson seconded, all approved