



Minutes

Pagosa Springs Area Tourism Board

Tuesday, August 11th, 2015

Pagosa Springs Visitor Center

4 pm

Meeting called by: Steve Wadley

Attendees: Voting Members; Steve Wadley , Larry Fisher, Stephen Durham, Criselda Montoya, Jon Johnson, Don Volger

Absences: Steve McKain, Bob Kudelski, Matt Sprowls, Nick Tallent

Non Voting Attendees; Jennifer Green, Greg Schulte

Please review: July Meeting Minutes

Please bring: Agenda, Committee reports

1. Call to Order
 - a. Meeting was called to order at 4:10pm
2. Determination Of Quorum (6)
3. Approval of Minutes – July
 - a. Stephen Durham motioned to approve July minutes, Jon Johnson seconded, all approved
4. Chair Report –
 - a. CK Patel Leave of Absence
 - i. CK requested, and was granted, a leave of absence from Town Council for two months (through mid September); his seat on the Tourism Board is appointed by Town Council; Don Volger will assume his seat until CK returns
5. Tourism Director Report – Jennie Green
 - a. LA Japanese Sales Mission

- i. Director leaves for LA following meeting this evening (for morning flight out of Denver) to attend Japanese Sales Mission with 70 Tour Operators; Interesting format with 20 DMOs represented, each given 3 minutes to present, the remaining 7 hours will be conducted in Japanese
- b. Show and Tell – Jennie showed group new promotional video produced by Miles / CTO using video from recent videographers (hosted in June) and footage captured last fall with different CTO videographer – provides a great overview of summer activities – video being promoted through Brand Channel program (Pagosa one of 5 destinations with brand content featured on colorado.com during pilot program in 2015). This video and more can be viewed at www.youtube.com/visitpagosa

6. Treasurers Report – Stephen Durham

- a. Monthly Town Lodging Receipts report – Update
 - i. June data incomplete; updated information will be provided once all payments received
- b. Current finances
 - i. Bills being paid
- c. 2016 Budget Planning – Schedule Work Session
 - i. Group scheduled Budget Work Session for Tuesday, August 25th from 10am – 1pm; lunch will be provided

7. Subcommittee Reports

- a. Budget – addressed during Treasurers Report
- b. Fulfillment – 2nd printing of Travel Planners in process, to arrive by end of month; leads for 2015 are significantly higher than anticipated and through July have surpassed total lead collections in 2014
- c. Marketing
 - i. Interim Chair – Director asked Criselda Montoya to step in as interim chair, given her experience
 - ii. Request from Chimney Rock Interpretive Association to nominate them for “The Outstanding Community Tourism Initiative Award” with the Colorado Tourism Office
 - 1. Director explained that CRIA has written the nomination, so the Board only needed to agree to nominate them; They expanded marketing efforts in 2015 with mural wall at downtown Durango Visitor Center, partnerships with other sites, such as Crow Canyon, etc.

2. Group asked if there were any reasons not to nominate them. Director explained there were no financial requirements and the application was drafted by CRIA, making it very easy, if Board were to approve
 3. Jon Johnson motioned to nominate CRIA for the “The Outstanding Community Tourism Initiative Award”, Stephen Durham seconded, all approved
- iii. 2016 Marketing Plan – schedule marketing subcommittee meeting
1. Group discussed subcommittee meeting to review 2016 strategies / priorities for marketing plan; Director explained that our fiscal year is calendar year and CTO is July – June fiscal year, so Miles / CTO is already selling advertising for 2016 /2017
 2. Jennie explained that subcommittee meetings had been lightly attended in last few months and the 2016 discussion would only be beneficial if Board members will commit to attend; multiple dates were suggested before group determined to have marketing strategy discussion during budget work session

d. Events & Events Infrastructure – Larry Fisher

i. Sponsorship request from Pagosa Verde Symposium

1. Request was retracted by Pagosa Verde

ii. Bike Racks

1. Jennie brought this matter to the Board’s attention; many visitors this summer have commented about lack of bike racks in town; in looking for bike racks the racks in place are small and not as visible and do not fit many of the newer bike sizes; examples of more visible bike racks were shown to Board
2. Greg asked about remaining infrastructure funds for 2015; Jennie explained \$20,000 was allocated and only \$7k has been committed, therefore approximately \$13k remains unallocated
3. Steve suggested the group establish a budget, assign someone to handle project and authorize purchase of bike racks, therefore type of rack would not need to be a board decision
4. Discussion ensued; Director nominated Stephen Durham to assist; Stephen agreed and suggested incorporating bike group in reviewing options; Group determined

Stephen and group will bring options to Board during September meeting for discussion and review

iii. Event Information Sign for Town Park

1. Jennie also brought this item to Board's attention for discussion; the idea started during Cowboy Fast Draw, as many visitors were inquiring about the event in Town Park; Jennie suggested a sign visible from Hermosa / Hot Springs Blvd that would provide information as to current events, explaining that banner over Hot Springs Blvd is often not promoting a current event or one in Town Park
2. Jennie indicated when she suggested idea to Greg Schulte he asked who would update the information; Jennie explained to group that she had already advised Tourism Staff that we would handle this task
3. Jennie explained that a digital sign would be the easiest for staff to update, however wasn't sure where the Town stood regarding digital signage
 - a. Greg explained the Planning Commission was currently discussing the matter and would be bringing a recommendation to Town Council in the next few months
4. Group began discussing signs and options; Larry Fisher indicated that he wanted a sign visible on Hwy 160; it was quickly explained that CDOT is involved in any signage along Hwy 160; group was receptive to idea to add signage to promote current events
5. Steve Wadley suggested tabling discussion until planning commission makes decision on digital signage, so Board can review possible options; group agreed

e. Wayfinding and Signage – Steve McKain / Jon Johnson

i. Update on 2015–2016 projects

1. Jennie provided update on effort to solicit landscaping bids; two efforts have yielded one very expensive response. Most recent effort, staff contacted area landscapers directly to invite them to bid. No responses were received; latest bid request was for East Side sign installation only with up to 3 years to planting maintenance. Greg scheduled a meeting with Jennie and Jim Miller to determine if, now that summer is dwindling, if Parks & Rec staff could handle installation in Fall 2015. Jim agreed it might be an option.

2. Jennie provided an update on the rock wall at Visitor Center Sign (partially removed by a beer truck in 2014); the Board approved \$2500 with vendor Steve McCain had located; vendor was not interested in obtaining business license or providing W9 to Town.
 - a. Group discussed if rock wall was needed; Greg indicated the plants have filled in area and broken wall isn't visible anymore; Steve Wadley felt wall was needed; Jennie asked Board to let her know of anyone that does rock work that might be interested

g. Visitor Center subcommittee

i. Jennie provided a few updates:

1. 5 new panoramic mountain view panels highlighting area peaks / named mountains have been installed on slanted ceiling below track lighting on east side of lobby; these panels were the result of Norm Vance's efforts to provide on Observation Deck on Reservoir Hill. Director approached Norm about obtaining prints for Visitor Center early 2015. Norm was pleased to finally see them on display, apparently we were the first to get the pieces in place
2. Outside Kiosk (with painting that didn't match building) was removed by streets department (with assistance from Parks & Rec and Maintenance) opening the view across the river; removal of kiosk was total loss to kiosk, as structure fell apart
 - i. Jennie indicated to group that the geocache location had been relocated (by Dennis Ford immediately after kiosk was removed) to sign structure with maps across parking lot; a visitor with 3 little kids inquired this week after being stumped
3. Greg Schulte commended staff for seamlessly handling 16,500 visitors at the visitor center in month of July; Steve Wadley indicated the transition was smoother than anyone could've imagined
4. Jon Johnson asked about comparison to previous years and Jennie indicated previous data collection was different, given we now have door counters tracking traffic versus and previous method of sign in sheet

h. Tax Compliance

- i. Contract with MuniRevs sent to Bob Cole for review; upon edits provided by Town Attorney, upon input from Attorney, Greg will sign services contract and database compilation and outreach will begin

8. Old Business

- a. Greg asked about Four Corners Film Commission, referencing recent article that they had hired a new Director recently – Jennie to reach out to new director to invite to attend upcoming meeting, especially given 2016 budget preparations

9. New Business

a. Public Comment

- i. John Janowski, new co-owner of the Pagosa Springs Golf Course was in attendance and provided an overview of what the golf course plans to do to help the community – advertising regionally (broad local range); no advertising while bank owned; new owners are putting money into advertising; partnering with other courses to offering discounted / local rates for members of regional courses with membership; working with Golf Channel; also working on Stay and Play packages with Wyndham and other lodging properties; focusing much of advertising efforts on shoulder seasons

b. Tourism Board Ideas and Comments

- ii. None

10. Adjournment

- a. Steve Wadley motioned to adjourn at 5:15pm, Stephen Durham seconded, all approved