



Minutes

Pagosa Springs Area Tourism Board

Tuesday, January 12th, 2016

Pagosa Springs Visitor Center

4 pm

Meeting called by: CK Patel

Attendees: Voting Members; CK Patel, Steve Wadley, Larry Fisher, Stephen Durham, Nick Tallent, Steve McKain, Matt Sprowls, Jon Johnson

Absences: Criselda Montoya

Non Voting Attendees; Jennifer Green, Greg Schulte

Please review: December Meeting Minutes

Please bring: Agenda, Committee reports

1. Call to Order
2. Determination Of Quorum (5)
3. Approval of Minutes - December
 - a. Jon Johnson motioned to approve December minutes, Matt Sprowls seconded, all approved
4. Chair Report
 - a. 2016 Meeting Schedule
 - i. Steve McKain motioned to keep meetings on the 2nd Tuesday of each month at 4pm at the Visitor Center, Matt Sprowls seconded, all approved
 - b. Election of 2016 Officers
 - i. Chair - CK Patel
 - ii. Vice Chair - Steve Wadley

1. Chair and Vice Chair are held by Town Council and County Commissioner appointees
 - iii. Treasurer – Larry Fisher motioned to approve Nick Tallent as Treasurer, Steve McKain seconded, all approved
 - iv. Secretary – Matt Sprowls motioned to approve Criselda Montoya as Secretary, Jon Johnson seconded, all approved
5. Tourism Director Report – Jennie Green
- a. Historic Hot Springs Loop
 - i. The promotion of the Historic Hot Springs Loop is underway. The participants held a conference call on Jan 7th. Brand USA will be creating a video highlighting the loop, leveraging b-roll video from each participant. Miles has begun development of the landing page for the campaign on colorado.com. We group aims to have a one-page overview of the loop in time for the Go West Summit in February. A brochure will be developed and should be in place by the end of April.
 - b. Winter Video
 - i. The videographer, Anton Fresco, was in town December 16th –19th. The weather and conditions were perfect for the 3.5 days of shooting. Director has all of the raw footage from the shoot. Over 4 hours and 900 GB of video was captured. Group watched a new 2.5 minute winter promotional video leveraging new footage
 1. Group felt quality of video had come along way in recent years; all really liked new winter promotional video
 2. Jennie explained that she would like to have Anton come back in May / June to capture additional summer footage using drone, as well as airport and brewery footage
 - c. Letter of Support for CRIA grant (LPEA)
 - i. Stephen Durham motioned to provide a letter of support to CRIA for their LPEA grant application, Steve McKain seconded, all approved
6. Treasurers Report – Nick Tallent
- a. Monthly Town Lodging Receipts report – Update
 - i. November 2015 a 9.77% increase over 2014, or \$2,780. 8 pf the 11 months in 2015 have resulted in the strongest collections in history. Year to date collections are up 3.41% compared to 2014, or an increase of \$15,952.20. There are still payments outstanding for October and November.
7. Subcommittee Reports
- a. Budget

- i. No update
- b. Marketing
 - i. Hillsdale College Survey Results
 - 1. Results from the survey conducted by Hillsdale College have been provided. A lower response rate than expected, however, only those that fully completed the survey were included. There were as many that started the survey, but did not complete. A few interesting results:
 - a. Overall, those that visited had a great experience and would visit again
 - b. Off-season travel (between November and April) impacted by family / school obligations and not typical time audience travels
 - c. Rest & Relaxation was number one reason people visited, followed by outdoor recreation and hot springs
- c. Events & Infrastructure – Larry Fisher
 - i. GECKO 2015 Final Report
 - 1. Larry Fisher noted that there was an attachment referenced that was not received; Nick Tallent indicated there were two questions that were unanswered
 - 2. Larry motioned to approve final 2015 funding allocation, but to hold any 2016 funding until budget and remaining questions were answered, Stephen Durham seconded, all approved
 - ii. Discussion of climbing / bouldering rocks in town parks
 - 1. Jennie provided an explanation to group; 2016 infrastructure budget was intended to add bouldering / climbing rocks in Town Parks; Board will meet with Parks & Rec Commission following February meeting to discuss project, however Board should discuss what they have in mind
 - a. Greg Schulte added that staff would need consensus on audience, locations, etc in order to move forward
 - b. Larry Fisher indicated they should be visible from Hwy 160 and / or easily findable
 - c. Jon Johnson asked about McCabe creek project and park location
 - d. Group determined main areas to determine would be size of boulders, difficulty range and locations

- e. Jon Johnson indicated that given no one on the Board were climbers, it would be helpful to get input from someone passionate about climbing to assist
 - i. Larry to speak with Vroomi to get people involved that are passionate about climbing / bouldering to help drive best plan and to find out vendors that build bouldering areas

iii. Tents for Events

- 1. Jennie provided an overview, based on recent discussion with other Town departments
 - a. Liability concerns with tents, given lack of insurance and interest in obtaining insurance by tent installer; A&P tents does not provide insurance, providing a huge liability to Town
 - b. Tent installer does not work weekends, therefore getting tents put up and taken down is problematic in timely manner, impacting park use and park fees incurred by organizers
- 2. Larry Fisher motioned to sell the tents, Steve Wadley seconded, all approved

d. Wayfinding and Signage – Steve McKain / Jon Johnson

- i. Update on various projects
 - 1. Repairs of Gateway signs – solar needed to be enhanced / repaired
 - 2. Field trip held in December; James working with CDOT on easement and variance issues; need to discuss with Harman property regarding easement
 - 3. Cost savings anticipated due to Piedra sign structures not being able to be as robust as other signs, due to CDOT regulations
 - 4. Landscaping materials purchased; town will install east gateway sign, look to privatize west gateway sign

e. Visitor Center

- i. New Information Kiosks
 - 1. Jennie provided an explanation, based on discussion during December meeting as group had many questions on how to roll out program; goal is to have visitor information in high traffic areas around town, leveraging brochures and videos

2. Cost of 32" Samsung smart TVs is now \$200 vs \$279; therefore, ask businesses to pay for TV (which they would keep), Tourism Board would provide videos / USB, businesses can add their own promotional videos onto USB; Tourism Board would purchase TVs for Forest Service / government locations
3. Tourism Board will provide brochure racks and signage and ensure proper stock of brochures
4. Businesses may need to sign agreement to participate
5. Staff will begin to roll out program and will report back to Board with feedback

f. Tax Compliance

- i. Brochures are in development for both Town and County requirements, highlighting the benefits of becoming compliant and the steps to do so. The brochures will be provided to both Town and County, available online and also provided to local title companies for distribution. The goal is to make it easier for vacation rental owners to become compliant. Director also had a meeting with Erin Neer and Larry and Bentley with the County to understand how to track new remittances and pay commission, as per the contract. We anticipate up to 100 new remittances, based on feedback from Erin.

8. Old Business

a. Four Corners Film Office

1. Steve Wadley motioned to approve \$500, Larry Fisher seconded, all approved

9. New Business

b. Public Comment – none

b. Tourism Board Ideas and Comments – none

10. Adjournment

- a. Matt Sprowls motioned to adjourn at 5:30pm, Stephen Durham seconded, all approved