



# Minutes

## Pagosa Springs Area Tourism Board

Tuesday, July 12th, 2016

Pagosa Springs Visitor Center

4 pm

Meeting called by: CK Patel

Attendees: Voting Members; CK Patel, Steve Wadley, Larry Fisher, Nick Tallent, Steve McKain, Criselda Montoya, Lee Riley

Absences: Jon Johnson, Stephen Durham

Non Voting Attendees; Jennifer Green, Greg Schulte

Please review: June Meeting Minutes

Please bring: Agenda, Committee reports

1. Call to Order
  - a. Meeting called to order at 4:00pm
2. Determination Of Quorum (5)
3. Approval of Minutes – June
  - a. Nick Tallent motioned to approve June meeting minutes, Larry Fisher seconded, all approved
4. Chair Report
  - a. No Updates
5. Tourism Director Report – Jennie Green
  - a. Video Shoot Update – We hosted Anton Fresco (winter videographer) from July 3rd – 7th to capture remaining summer footage. During 3.5 very long days (and 55 hours of filming), a variety of activities were filmed. The weather was perfect throughout the shoot.
  - b. We now have high definition / b-roll video footage of almost every activity in Pagosa Springs throughout the year. Now that we have a full video library, Director plans to issue RFP to locate video editing services. We have the footage to develop hundreds of different videos.

We can push them out via social media, new website, co-op programs, etc.

c. CDTC Letter of Support

1. Group discussed request from Continental Divide Trail Coalition for a letter of support for funding they are seeking to do repair work on Stoney Pass

d. Southwest Adventure Tours Letter of Support

1. Jennie explained Jason Murray, owner of Southwest Adventure Tours provided an explanation of why he was seeking a letter of support for an intrastate permit to operate tours in Colorado through the PUC.
  2. Jennie explained Jason attended the SW Tourism Summit and decided he wanted to open a CO branch in either Pagosa Springs.
  3. Jennie explained that Wyndham had been working with Jason on charter tours recently. You introduced the topic, said he attended the conf, said he was requesting a letter of support from us to expand into the state of Colorado.
    - a. CK asked Criselda if she had any insight or had any information to share
    - b. Criselda explained that he was a tour operator out of Utah that worked a lot in Nevada and Utah and wanted to start doing tours in Colorado. She read excerpts from his explanation seeking letter of support about his proposed new tours for the hot springs loop and a national park tour.
  4. Nick Tallent asked if anyone else did that locally
    - a. Jennie explained there was a local vendor that operated local tours, however Jason is wanting to begin a tour for the hot springs loop that we have been pitching. Jennie felt it was exciting someone wanted to start operating a tour based on the loop.
- ii. Steve Wadley motioned to approve both letters of support, Steve McKain seconded, all approved

6. Treasurers Report – Nick Tallent

a. Monthly Town Lodging Receipts report – Update

1. With all payments received, April 2016 reflects an 11.62% increase over 2015. May 2016 reflects an 11.73% increase, or \$4,104. Year to date, collections are up 9.62%, or \$16,746 over 2015.

2. Jennie provided overview of recently updated occupancy data. Occupancy is derived from available room nights, \$100 nightly ADR and lodging tax collections.
  - a. CK explained he did not feel reduction in inventory was impacting occupancy and felt ADR was significantly higher

## 7. Subcommittee Reports

### a. Budget

1. No update

### b. Marketing

- i. No update

### c. Events & Infrastructure – Larry Fisher

#### i. Update on climbing / bouldering rocks in town parks

- a. Jennie explained that there was a brief meeting with subcommittee following Tourism Board meeting in order to give Darren and Scott information needed to write RFP
- b. Jennie explained the project has a \$40,000 budget, with the Tourism Board committing \$20,000 and PROST providing \$20,000

#### ii. Subcommittee meeting update

- a. Larry provided update on subcommittee meeting; group needs to discuss how to prioritize funding for infrastructure, summer events, outside event organizers, and marquee events
- b. Larry suggested a retreat to discuss all options and develop a strategy for event funding; he also mentioned the group would get lunch
- c. Steve Wadley doesn't mind funding events year over year, as long as they are providing a return on the investment
- d. Nick Tallent mentioned the funds are intended for marketing, however event organizers can easily shift funds to show expenditures in marketing
- e. Steve McKain expressed interest in a checklist to help guide funding decisions

#### iii. Event Survey

- a. Jennie will send an online survey about event funding, types of events, etc to Board members to begin strategy

discussions; a doodle poll will be sent once everyone has participated in survey to schedule retreat

d. Wayfinding and Signage – Steve McKain / Jon Johnson

i. Scenic River Overlook

1. Greg explained that maintenance work is needed for the deck at the scenic river overlook; first step is engineering to determine needs of existing structure and then plan options for future development, a soil test would also be needed; once the Town knows what we are working with; locals have indicated there are old vehicles buried there
2. CK mentioned that he would prefer to use Town funds for design and soil testing
  - i. Jennie explained the Wayfinding and Signage budget was a match with the Town, Tourism Board and Town each contribute \$25,000
- b. Greg explained that we would take the project to Town Council for approval
3. Steve McKain motioned that the Tourism Board recommends to Town Council that the Town's portion of the Wayfinding match for 2016 be applied towards design work at the scenic river overlook, Larry Fisher seconded, all approved

ii. Update on various projects

1. Greg provided an update on landscaping gateway signs; east end property owner has denied easement and requested payment for easement; Town staff is working through details, however project is delayed until easement issues resolved
2. Piedra Road also presents easement issues and no work will begin until easements are resolved; Greg expressed confidence they would be

e. Visitor Center

i. June traffic

1. Traffic to the visitor center during the month of June was up significantly over 2015 with 12,695 visitor – an increase of 1,092. Daily traffic averaged 423 visitors. Monday, June 27th was the busiest day in June, with 602 visitors during the day. Mondays are the busiest, followed by Wednesdays and Sundays.

f. Tax Compliance

- i. Jennie explained that tax compliance brochures were ready, but before printing, she wanted to meet with realtors and title companies to see who would be interested in distributing

#### 8. Old Business

- a. Lee Riley brought “Friendliest Town in Colorado” concept to Board’s attention again; first discussed during the June meeting; Lee suggested a “wave” day where you wave to others, branded stamps for postal mailings, etc; Wants to get blessing from Board to pursue marketing efforts for new brand and how to fund the effort

#### 9. New Business

- a. Public Comment
- b. Tourism Board Ideas and Comments
  - i. Lee Riley provided everyone a print out of marketing questions / concerns that Mike Heraty had provided on behalf of the area realtors

#### 10. Adjournment

- a. Steve McKain motioned to adjourn, Steve Wadley seconded, all approved