



# Minutes

## Pagosa Springs Area Tourism Board

Tuesday, March 8th, 2016

Pagosa Springs Visitor Center

4 pm

Meeting called by: CK Patel

Attendees: Voting Members; CK Patel, Steve Wadley, Larry Fisher, Stephen Durham, Steve McKain, Criselda Montoya, Jon Johnson

Absences: Nick Tallent

Non Voting Attendees; Jennifer Green

Please review: February Meeting Minutes

Please bring: Agenda, Committee reports

1. Call to Order
2. Determination Of Quorum (5)
3. Approval of Minutes - February
  - a. Jon Johnson motioned to approve February minutes, Steve McKain seconded, all approved
4. Chair Report
  - a. CDOT Review of Signage - Rick Routh
    1. Traffic engineer with CDOT; works with 26 towns
    2. Rick attended to help Board understand rules and regulations for signage in and around town, after the Board had inquired on additional options for proposed Chimney Rock sign
    3. Ultimately sign decisions are based on federal regulations on outdoor advertising
    4. TODS program - determined by each state; blue signs for tourism related businesses that are not on main highways
    5. Billboards require a permit and existing billboards have largely been grandfathered in Wayfinding / Signage implementation

cannot be in CDOT right away, as CDOT is liable for any issues (traffic, accidents, etc)

6. Wayfinding signs cannot advertise businesses, directional signage must be generic

b. Board positions

1. Lodging Seat – Matt Sprowls held seat; CK to request nomination from Lodging Association
2. Chamber of Commerce Seat – Director to reach out to the Chamber – Jon Johnson is currently on the Chamber Board and an at large member of the Tourism Board
3. Board of Realtors Seat – Director to reach out to Board of Realtors for a nomination for their open seat

5. Tourism Director Report – Jennie Green

a. Go West Recap

1. Go West Summit was held Feb 21st – 24th in Anchorage, Alaska. The Summit went very well – and Director prefers the format of this group travel show over NTA. The tour operators are seated and Suppliers go to their table for meetings. The Historic Hot Springs Loop was extremely well received – by Tour Operators and the Colorado Tourism Office staff in attendance. The loop was heavily promoted by Glenwood Springs, Ouray, Pagosa and CTO staff in all of our various appointments. This allowed Pagosa to be included in more appointments, beyond just our scheduled 30 appointments.

b. Website Update

1. Jennie Green provided an update. As reported previously, an RFP was issued in January to develop a responsive site, due to current vendor's continuous delays and excuses. 9 responses were received – with cost estimates ranging significantly between \$30,000 and \$80,000. A week prior to the RFP deadline, the current website vendor suddenly showed progress and became available to meet with Director during recent trip to NYC for DMAI Marketing Innovation Summit.
2. If staff can keep current vendor on track for launch of responsive site, it presents the best option. Director met with vendor in NYC for 3 hours and reviewed recent progress, areas where content can be added into CMS and discussed timeline to launch. Updates will be provided as the project continues. Website vendor has been warned that progress needs to be continued or we will have to go in a different direction.

c. SW Tourism Summit

1. The SW Tourism Summit is scheduled for Wednesday, April 13th and Thursday, April 14th in Pagosa Springs. The agenda is being finalized. Registration will open up this week. Working with the Summit leadership has been slightly challenging in order to make the agenda more fitting for Pagosa Springs and our focus. The latest agenda has been included in packet. Director is pushing for inclusion of meaningful marketing and adventure travel segments. Summit leadership wants mostly group travel and agritourism sessions, which has been consistent topics for the last 4 Summits.

d. CDT Update

1. Tourism Director met with Karla Roquemore, volunteer coordinator for CDT efforts in South Fork, on Mar 7th. We discussed potentially joining forces for the Trail Days event, along with Chama. The event could be rotated between the communities every 3 years, lessening the burden of volunteers in each community. It would also show a strong collaborative effort amongst the 3 towns. The Silver City, NM kick off event is April 15th-17th. Director may attend in order to learn more about the inaugural CDT event in order to help our region create a successful, recurring event.
2. Both Larry Fisher and Stephen Durham expressed interested in joining Jennie on the trip (15 hours of driving) to Silver City

6. Treasurers Report – Nick Tallent

a. Monthly Town Lodging Receipts report – Update

1. January 2016 showed a 2.44% increase over 2015, or an increase \$801.00, with a few payments still outstanding. January 2014 still remains the strongest Jan on record. 2015 year to date collections ended 5.3% up compared to 2014, or an increase of \$27,011.20. 2015 represented the strongest year of collections on record, despite a 15% – 20% reduction in available inventory during most of 2015.

7. Subcommittee Reports

a. Budget

1. No update

b. Marketing

i. Hot Springs Loop

- a. Currently, the landing page on [colorado.com](http://colorado.com) is in development and the video is in production to highlight the loop. The video will be translated in Japanese and Chinese.

- b. Specific requests from Tour Operators included sample itineraries and questions about how long the loop would take. The group will need to create options for 3, 5 and 7+ day itineraries. Suggested itineraries included soft adventure,spa-themed trip, heritage and foodie options.
    - c. As an immediate response to the loop, Essentially America magazine, a UK-based publication, has written an article featuring the loop in their next issue. Director met with editor during Go West and she had a writer on assignment in Colorado. She was very excited about the concept and was very interested in Pagosa Springs being included.
  - ii. Marketing Innovation Summit
    - a. The Summit was held in NYC March 2nd-4th; break out sessions were interesting, as they allowed peer collaboration. One interesting element was the direction of DMO websites. With so many booking options available now, many DMOs are discontinuing booking engines and refocusing purpose of DMO site. Length of time spent on sites was also discussed, given that mobile users may simply be looking up for one answer and not spending much time on site. Others pointed out their sites were used mostly for event information.
- c. Events & Infrastructure – Larry Fisher
  - i. Update on climbing / bouldering rocks in town parks
    - a. Jennie reached out to Dustin English with Voormi to check his schedule on meeting with the newly formed subcommittee
    - b. Jennie to work with subcommittee members to determine dates that will work; doodle poll will be sent out once possible dates with varying scheduled are identified
  - ii. Infrastructure request – Wolf Creek Trailblazers
    - a. Wolf Creek Trailblazers stopped by the visitor center recently to inquire about funding; they did not apply or respond to email inquiries during the funding cycle
    - b. Larry Fisher motioned to allow Wolf Creek Trailblazers to apply, Steve McKain seconded, all approved
- d. Wayfinding and Signage – Steve McKain / Jon Johnson
  - i. Chimney Rock CDOT sign on Hwy 84
    - 1. Group discussed request from Chimney Rock, following discussion with Rick Routh

2. Jon motioned to split cost the cost of the sign with CRIA, Stephen Durham seconded, all approved

- ii. Update on various projects

1. Meeting to discuss 2016 projects tentatively scheduled for Wed, Mar 16th at 3pm; Jennie to send email to larger group to confirm

- e. Visitor Center

- i. Chamber Members in Lobby – non tourism–related businesses

1. Group discussed ongoing issue raised by Chamber staff requesting non–tourism related business brochures be placed in the lobby, as it is listed as a member benefit on the Chamber website
2. Group discussed concerns with lodging properties that were Chamber members but not paying lodging tax as a concern, the group also discussed that funding for visitor center operations was derived from tourism specifically
3. Stephen Durham motioned that only tourism related brochures would be allowed in the visitor center lobby, however the Chamber can utilize the hallway wall (along kitchen where Chamber bulletin board is located) to place non–tourism related businesses at their discretion and oversight, Steve McKain seconded, all approved

- f. Tax Compliance

- i. Update

1. County monitoring tax rolls to determine new remittances so that commissions can be paid on new remittances, according to contract with MuniRevs

8. Old Business

- a. No new business

9. New Business

- a. Public Comment

- i. No public comment

- b. Tourism Board Ideas and Comments

- i. Jennie provided one additional update; she presented during County Commissioner meeting on Tuesday, March 8th to provide quarterly update to the BoCC. Overall, the County Commissioners expressed

their satisfaction with the combined Town and County efforts to promote tourism and were pleased with progress and collaboration

10. Adjournment

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