



# Minutes

## Pagosa Springs Town Tourism Committee

Tuesday, July 9th, 2013

Ross Aragon Community Center

4 pm

Attendees: Voting Members; Larry Fisher, Bob Hart, Jon Johnson, Chirag Patel, Jim Smith

Absences: Stacy Boone, Bob Kudelski, Carla Shaw, Valerie Green

Non Voting Attendees; Jennifer Green, Mary Jo Coulehan, David Mitchem

1. Call to Order
2. Determination Of Quorum (6)
3. Approval of Minutes – June
  - a. Jon Johnson motioned, CK Patel seconded, all approved
4. Chair Report – Bob Hart
  - a. Open at-large seat
    - i. Seat has been advertised; letters of interest will be accepted until July 19th
  - b. Kimberley Siler-Bradshaw resignation
    - i. Chamber does not have a new recommendation; the individual that had expressed interest no longer feels they can commit the time; Mary Jo agreed that it was difficult for Chamber Board members to commit to responsibilities of Chamber Board, TTC and their businesses.
    - ii. Bob Hart asked if we should revise the bylaws to adjust seat allocations, suggesting that we reduce all board-appointed

seats to one, all other TTC seats will be at-large, therefore we can find those that have the time to volunteer

1. Jim Smith moved to recommend to Town Council to limit organizations to one TTC seat appointment, all other seats will be at large; Jon Johnson seconded, all approved
2. TTC Director will prepare brief and present to Town Council during their July 18th meeting

5. Treasurers Report – Jon Johnson

a. Monthly Town Lodging Receipts report – May Update

- i. Currently 5.53% up over May 2012 with one payment still outstanding. May should be strong, which will help offset impact in June and July. Also, many of our rooms are occupied by firefighters, of which, most are exempt from lodging and sales taxes.

b. Current finances

- i. Bills being processed

6. Subcommittee Reports

a. Budget – Jon Johnson

- i. No update

b. Fulfillment – Jim Smith

- i. June reflected a decrease in visitor guide requests over June 2012, however, year to date 22,791 requests have been received (with 6 months remaining), versus 29,871 for calendar year 2012.

c. Marketing – Chirag Patel

- i. Jennie provided an update on marketing efforts; reviewing campaigns, adjusting as necessary
- ii. Jennie suggested hosting a Social media seminar after the summer season to try to pull all of the varying local social media efforts, engage businesses, events, etc into a more collective voice, promoting Pagosa to a larger audience together

iii. Kiosk meeting to review various options scheduled for 9am on Thursday, July 25th at Community Center

d. Events & Events Infrastructure – Larry Fisher

i. Larry / Jennie will draft a letter for Town Council's approval to urge the Division of Wildlife to consider designating a 2-mile stretch of the San Juan River through downtown as catch and release

1. Jennie to prepare brief; Both plan to present to Town Council on July 18th mid month meeting

2. David Mitchem asked Mary Jo is Chamber Board would support catch and release designation as well to show broader community support

a. Mary Jo indicated she would seek Board's input during their meeting next week

ii. Jennie and Larry to meet with Park Department staff to review possible event infrastructure needs in Town Parks

e. Special Projects – Jim Smith

i. No update

f. Wayfinding and Signage – Jon Johnson

i. Deck staining completed by volunteers prior to 4th of July weekend

ii. Shade sails have been ordered and should arrive in next week

iii. Public input meeting to be scheduled for river overlook; signage subcommittee

iv. James Dickhoff working to get 3rd written estimate for solar so vendor can be selected

v. Order for Sign cabinets are ready to be placed; main contact has left company, James is now updating new contact with needed changes to place order

vi. Skyrocket banners will be in place in the next week or so

g. Visitor Center subcommittee – Carla Shaw

i. Visitors Center report – Mary Jo Coulehan

2. Visitor Center traffic in June was down 13.28% over June 2012 with 5,699 visitors vs 6,572; a daily report showed that beginning June 19th, the traffic was much lower than daily norm of approximately 200 visitors; Year to date is down 6% at visitor center
3. According to VC stats, where are people staying: 1. with friends and family; 2. house or cabin; 3. RV, camping; 4. hotel, motel; 5. time share
4. Discussion about fire ensued; Mary Jo indicated that fire officials were updating Chamber staff and diplomats with fire status and proper word usage in describing fire to visitors
  - a. Jennie asked if the same type of training that diplomats were receiving could be offered to lodging owners, shopkeepers, etc to assist with conveying consistent message to visitors
5. Mary Jo explained that the information could easily be obtained via [www.inciweb.org](http://www.inciweb.org)

h. Tourism Ambassador Program – Stacy Boone

- i. 3 new shade sails will be installed very soon – 2 blue and one yellow

i. Holiday Subcommittee – Stacy Boone / Jon Johnson

- i. Meeting scheduled July 23rd at 10am at Town Hall to begin brainstorming – group will include LPEA, Chamber, Town Staff, TTC and any others interested in participating

7. TTC Director Report – Jennie Green

- a. Hosted Fodor's for a quick visit for their upcoming update for the Colorado edition – overnight at Springs, soaking in AM, site visits at Springs and Quality Resort, plus tour at Chimney Rock;
- b. Hosting Heidi Kerr-Schlaefter with [www.heiditown.com](http://www.heiditown.com) for Renaissance Festival weekend – great social media / blog writer with strong front range audience
- c. Provided non-dated Red, White & Brews hats and t-shirts to both breweries for 4th of July weekend to hand out to patrons for free

8. Old Business

9. New Business

- a. Public Comment
- b. Any other new business to come before the Committee

10. Adjournment

- a. Larry Fisher motioned to adjourn, CK Patel seconded, all approved