



# Minutes

## Pagosa Springs Area Tourism Board

Monday, July 13th, 2015

Pagosa Springs Visitor Center

3 pm

Meeting called by: Chirag Patel

Attendees: Voting Members; Chirag Patel, Larry Fisher, Stephen Durham, Nick Tallent, Steve McKain, Matt Sprowls, Criselda Montoya, Steve Wadley

Absences: Jon Johnson, Bob Kudelski

Non Voting Attendees; Jennifer Green

Please review: June Meeting Minutes

Please bring: Agenda, Committee reports

1. Call to Order – Meeting called to order at 3:04pm
2. Determination Of Quorum (6)
3. Approval of Minutes – June
  - a. Steve McKain motioned to approve, Stephen Durham, all approved
4. Chair Report – Chirag K. Patel
  - a. Honoring Bob Hand's Service to Community
    - i. Per Board's discussion during June meeting, Jennie reached out to Scott Hand, Bob's son, to explain the recommendation by the Tourism Board to honor Bob Hand's service to the community with a plaque and dedication ceremony. Scott was very pleased with the diligence to recognize his Father's service and appreciated the gesture. He will assist Tourism Director with information for plaque and plans to attend the dedication ceremony.
5. Tourism Director Report – Jennie Green

- a. Video update – recently hosted videographer through advertising program with Miles – captured great footage to fill in holes of
  - b. DMAI Overview
  - c. LA Japanese Sales Mission
6. Treasurers Report – Stephen Durham
- a. Monthly Town Lodging Receipts report – Update
  - b. Current finances
7. Subcommittee Reports
- a. Budget – Update provided by Jennie Green
  - b. Fulfillment
  - c. Marketing – Chirag Patel
    - i. Trade Show participation / sponsorships
      - 1. Jennie provided overview of requests, all promote Pagosa Springs, in addition to their business / non profit, when attending events – one request from a non-profit looking for a donation to place logo on banner; another from a fishing guide that requested travel expenses to present to fishing / outdoor clubs in Southern Texas and the third request from a local business that wanted the tourism board to order picnic blankets as giveaways – at \$10-\$15 per item
        - a. Group discussed various requests; Larry Fisher indicated he had been attending trade shows for over 30 years
        - b. Criselda Montoya explained that reselling timeshares does not mean the purchasing party will use their timeshares in Pagosa in the future – as there are Wyndham’s all over
      - 2. According to Steve Wadley, using government dollars to advance individual businesses is a recipe for disaster
      - 3. Larry Fisher motioned to not partner financially with private businesses and non-profits to promote their business / group at trade shows or assist with their operating expenses; Matt Sprowls seconded; discussion continued
        - a. Stephen Durham voiced his concern regarding setting a policy that wouldn’t allow good people or groups from attaining funds to attend trade shows; group discussed and determined there

were other ways, such as providing booth at no charge, to assist businesses / groups with trade shows

b. Motion on table, CK Patel called for a vote, all approved.

c. Group determined to leave door open for infrastructure requests

d. Events & Events Infrastructure – Larry Fisher

i. No update

e. Wayfinding and Signage – Steve McKain / Jon Johnson

i. Update on 2015–2016 projects

1. Banners for Hot Springs Blvd have been ordered; new banners for river overlook ordered

2. Area landscapers have been contacted to invite them to bid on east side gateway sign with 3 year maintenance agreement; Director will email solicitation for bid to Board

ii. Rock wall around visitor center sign

1. Steve McKain explained project to group and that he had solicited bid from a local vendor that he has worked with for rock work

2. Rebuild rock wall and add footers using new rocks – \$2,500; a reduction of \$300 to use pre-existing rock

3. Stephen Durham motioned to have rock wall rebuilt around visitor center sign using new rock and work with vendor Steve McKain located, Steve Wadley seconded, all approved

g. Visitor Center Subcommittee

i. Director provided overview of new charts provided with meeting reports; 10% estimate of traffic being meeting / chamber related does not work when traffic spikes – as more visitors come to visitor center, there aren't suddenly more Chamber visitors; Director to work with Chamber to determine monthly traffic assumption

1. Regardless, in June, over 12,000 people came through the doors at the visitor center during open hours – almost double May traffic

2. Director explained previous data was collected differently, so direct comparisons aren't accurate – signage has

changed, tracking has changed, etc – we are developing a baseline of traffic data in 2015 for use in future years

h. Tax Compliance

- i. Greg and Jennie met with Bentley Henderson on July 10th to review compliance effort and what is needed from County; contract with MuniRevs needs to be signed and effort is underway

8. Old Business

9. New Business

a. Public Comment

b. Tourism Board Ideas and Comments

- c. Nick Tallent asked about consequences if Jennie left position, how much would fall through the cracks and asked if there was a contingency plan in place

- ii. Jennie assured the group there were no plans in place to depart, however, now that there is staff in place, we are in a much better position than ever before

10. Adjournment

- a. Steve McKain motioned to adjourn at 4:05pm, Steve Wadley seconded, all approved