



## Minutes

### Pagosa Springs Area Tourism Board

Tuesday, June 14th, 2016

Pagosa Springs Visitor Center

4 pm

Meeting called by: CK Patel

Attendees: Voting Members; Larry Fisher, Stephen Durham, Nick Tallent, Jon Johnson, Lee Riley

Absences: CK Patel, Steve Wadley, Steve McKain, Criselda Montoya

Non Voting Attendees; Jennifer Green, Greg Schulte

Please review: May Meeting Minutes

Please bring: Agenda, Committee reports

1. Call to Order
  - a. Meeting was called to order at 4:05pm
2. Determination Of Quorum (5)
3. Approval of Minutes – May
  - a. Jon Johnson motioned to approve May meeting minutes, Nick Tallent seconded, all approved
4. Chair Report
  - a. New Board positions
    1. Jennie introduced Lee Riley to the Board –he was recently appointed to the Board of Realtor seat
  - b. Bylaws change – Lodging Seat
    1. Jennie explained that the bylaws change to designate a lodging seat versus a lodging association seat was going to be introduced to both Town and County for review and approval in the month of July
5. Tourism Director Report – Jennie Green
  - a. Hot Springs Loop – new updates
    1. Brochures are complete and currently being distributed; brochure has been translated into Japanese and Chinese. Landing page is live on [colorado.com](http://colorado.com); leveraging state's tourism website brings more credibility to project
    2. Project / partnership has been given kudos by CTO, CADMO and Brand USA. There has been a lot of momentum from press & media with the Loop. First article in Leisure Group Travel: On the Water came out recently. Entire magazine: <http://ptmgrouops.com/assets/2016JuneLGT.pdf> or Online version: <http://leisuregrouptravel.com/5-premier-hot-springs-western-colorado/>
    3. Stephen Durham asked if other hot springs could participate; Jennie explained that the project was absolutely open to additional DMOs that want to promote their hot springs, not individual hot springs properties; the Loop partners have received interest from multiple destinations that do not have hot springs, however, not from other destinations that could participate; the loop currently includes 5 destinations and 19 unique hot springs properties
  - b. Travel Planner Update
    1. We have distributed 71,000 Travel Planners since May 2015. A new printing is underway, with new content being added to address movies filmed in the area and the County airport

- c. New brochures
    - 1. Since June 2015, we have distributed over 54,000 various brochures. Of that, nearly 22,000 were of the Hiking / Driving brochure. We have recently changed hiking / driving to be hiking only, as new trails were added. The new brochures will be available by the end of the month. New Turkey Springs and area lodging brochures will arrive this week, as well as reprints of Camping, hot springs and downtown activities. With current print quantities, costs are \$0.08 – \$0.13 per brochure, depending on size.
  - d. Information Kiosks
    - 1. Kiosks are being distributed around town – currently in place at Chimney Rock, County Airport (in the next week) and Wyndham. Pagosa Springs Center for the Arts is interested as well. Forest Service was interested, but does not have space. They would like an outdoor option to provide visitor information 24/7. Feedback from Wyndham is that rack is very popular, and if anything, doesn't hold enough content. They have had to refill brochures multiples times per day. Board suggested providing two racks to Wyndham.
  - e. June Report to Town Council
    - 1. Tourism Director will not be in town for the June Town Council meeting; Larry Fisher volunteered / reluctantly agreed to present the monthly report to Town Council during their June 23rd meeting
6. Treasurers Report – Nick Tallent
- a. Monthly Town Lodging Receipts report – April 2016 currently reflects a moderate 2.07% increase over 2015, with payments still outstanding. Year to date, town collections are up 7.35%, or \$10,220 over 2015.
  - b. The first quarter lodging tax payment from the County was down significantly over 2015. Q1 should've been the first quarter with new remittances from tax compliance initiative in Fall 2015. Combined, Town and County Q1 2016 collections were up a modest 1.55% over Q1 2015.
7. Subcommittee Reports
- a. Budget
    - 1. 2017 infrastructure – Scenic River Overlook
      - a. Work will be needed on the deck in 2017, given current status of the decking; Greg Schultz provided an overview of recent Town staff inspection and recommendations
      - b. Opportunity to investigate location and determine possible options
        - i. Courtney King provided schematics in 2013 on possible ideas; Jennie will email to group to review in advance of the next meeting
        - ii. Jon Johnson provided background to previous discussions on scenic overlook; backfill of one way is all junk, old cars, asphalt, concrete, etc
      - c. Greg suggested there was opportunity to use Tourism Infrastructure funds, Town general fund and possibly County / PROST funds, as well as potentially apply for grant funding
      - d. Larry asked if we were looking at using different materials so that the new deck has an extended life; Greg explained the new deck's life span may be extended by relocating hot water to not touch the wood or substructure
      - e. Nick indicated that it was evident that doing nothing would not an option
        - i. Group discussed merit of creating something impactful to get people to pull off the highway
        - ii. Just to fix current structure would be \$15k–\$20k; to enhance and improve could be up to \$200k, or more
      - f. Jon asked about striping parking lots; Greg mentioned weather has delayed it and the striper equipment broke, so a new replacement striper had been ordered; the CDOT striping project from 1st street to 8th street will begin after Labor Day
      - g. Greg addressed next steps for a 2017 Overlook project; group decided to review former plans and invite Courtney to attend meeting; Jon asked about having a Wayfinding & Signage meeting to review with Courtney; Jon also suggested Wayfinding & Signage may have budget available to contribute, given delays
      - h. Jennie asked if Parks & Rec or other groups should be invited to attend and get involved; all agreed
  - b. Marketing

- i. CrowdRiff implementation
    - a. Jennie provided update on CrowdRiff; contract signed and integration with new website and produce use underway
      - i. Nick Tallent asked about marketing meeting and setting goals
        - 1. Marketing Meeting was held May 17th; group saw a product demo and determined basic goals – double fan bases across social media channels; group determined to reevaluate goals in a few months and get more specific once trends were identified
  - ii. Website update
    - a. New responsive website is nearing completion; staff needs to carefully review content and add promotional components in order to go live; website vendor is investigating CrowdRiff implementation, so that photo galleries can be populated through the tool; launch is anticipated in the next month
  - iii. International Update
    - a. IPW will be held in New Orleans June 18th – 22nd; Hot Springs Loop will be strongly represented with CTO staff and attending partners
- c. Events & Infrastructure – Larry Fisher
  - i. Infrastructure request – Wolf Creek Trailblazers
    - a. Tim Batchelor was unable to attend due to work; he is a firefighter and recently called to AZ; Tim requested to correspond via email during his absence to answer questions / concerns from the Board
    - b. The Board determined they wanted to meet with Tim to review his application and would wait for his availability
  - ii. Meeting to discuss 2017 goals / funding process
    - a. Jennie asked to schedule an Events Subcommittee meeting to review funding process and goals
    - b. Larry Fisher asked if we would discuss infrastructure and events; Jennie explained the meeting she requested would focus on event marketing funds
    - c. Board requested 2016 funding application and history of funds in advance of meeting
    - d. Meeting scheduled for Tuesday, June 28th at 4pm at the Visitor Center
  - iii. 4th of July Ad in Sun
    - a. Jennie explained the Sun had recently reached out to see if the Tourism Board would pay for a one-page overview in the preview promoting 4th of July activities, the way the Chamber had in the past when it ran the visitor center; the cost of the ad would be \$900 – \$1500 depending on use of color
    - b. The Board discussed and determined there was no budget for local advertising, reaching people once they are in town; they also felt the weekly information compiled by the visitor center would address the need
- d. Wayfinding and Signage – Steve McKain / Jon Johnson
  - i. Update on various projects
    - 1. Jon Johnson has recently met with Greg Schulte and James Dickhoff regarding status; The property owner on the east gateway sign has not granted an easement for the town to complete landscaping work at the sign; Jon will provide an update to the group during the July meeting
    - 2. Jon suggested allocating funds towards Scenic River Overlook, given easement delays for other signage plans
- e. Visitor Center
  - i. New windows in meeting room!!
    - 1. Windows were added along the long wall of the visitor center meeting room. The new windows provide an amazing view of the river and much-needed air flow for the building; Dennis Ford oversaw the project and will be painting and installing trim soon

ii. Summer schedule

1. Jennie expressed interest in expanding summer hours from 9am – 6pm, versus closing at 5pm. Our visitors are on vacation and 5pm is early during summer months when the sun is up until 9pm. Concern is current staff hours and whether we can accommodate with given budget; Jennie suggested we keep increased hours in mind for 2017 planning
2. Lee Riley asked about opening an hour earlier; Jennie explained that we were open at 8am for a few months when we first began operating visitor center; little to no visitor traffic before 9am; often, the 9am – 10am hour is quiet as well.

f. Tax Compliance

i. 2016 plans

1. Group discussed tax compliance efforts, concerns with 1st quarter collections from the County
2. Educational efforts have been completed, however ongoing compliance checks and annual review of database could be considered
3. Educational efforts thus far have explained how taxes are used to encourage them to collect taxes and contribute towards tourism promotion, benefitting everyone; property owners have also been provided guidance on getting set up to pay taxes
  - i. Jennie and Greg to schedule a meeting with Bentley and Larry at County to determine if efforts in fall were successful in order to determine how to proceed
4. Without a credible threat of the consequences of not paying, people will blow it off; County Commissioners will need to determine how to handle non compliance

8. Old Business

- i. Jennie explained that the Bob Hand plaque is completed; we will work with the Mayor and Scott Hand to schedule a dedication event to place the plaque in the visitor center lobby; Jennie explained the text was approved by the Hand family and the plaque features a rendered drawing of the Visitor Center

9. New Business

i. Public Comment

ii. Tourism Board Ideas and Comments

1. Lee Riley provided the Board an overview of a new tagline promoting Pagosa as the “Friendliest Town in Colorado” for consideration; Lee suggested printing stamps and other ways to promote Pagosa as the “friendliest”, such as working with area businesses that once a week have locals wave to one another
2. Lee had a basic logo designed and provided flyers for the Board to review
3. Nick Tallent and Larry Fisher felt it was a good idea; Stephen felt it could work, but he wasn’t sure if it worked with our establish brand
4. Larry volunteered to work with Lee; Lee was seeking guidance on how to promote the idea

10. Adjournment

- i. Stephen Durham motioned to adjourn, Larry Fisher seconded, all approved