



Minutes

Pagosa Springs Area Tourism Board

Tuesday, October 13th, 2015

Pagosa Springs Visitor Center

4 pm

Meeting called by: CK Patel

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

Absences: Bob Kudelski, Matt Sprowls, Steve Wadley

Non Voting Attendees; Jennifer Green, Greg Schulte

Please review: September Meeting Minutes

Please bring: Agenda, Committee reports

1. Call to Order
2. Determination Of Quorum (6)
3. Approval of Minutes – September
 - a. Nick Tallent motioned to approve minutes, Stephen Durham seconded, all approved
4. Chair Report
 - a. No update
5. Tourism Director Report – Jennie Green
 - a. 2016 CTO Grant – Historic Hot Springs Loop
 - i. Jennie provided update to group about grant application; Town Council approved submitting grant and serving as fiscal agents
 - ii. Grant submitted October 13th
 - b. 2015 Audience Surveys

- i. A review of the data collected through the optional survey on www.visitpagosasprings.com for Travel Planner requests and visitor center iPad sign provided interesting data
 - 1. 41 one the 50 US states were represented by visitor center sign ins in 2015
 - 2. 9 of the 12 top states requesting visitor guides also appeared in top 12 states represented by visitor center traffic

c. Map Updates & New brochures

- i. New Hot Springs Comparison and Downtown Recreation Brochure have been developed; should be available by the end of the month
- ii. Reservoir Hill and downtown recreation maps have been updated

6. Treasurers Report – Stephen Durham

a. Monthly Town Lodging Receipts report – Update

- i. August was down for 2015, compared to 2014; however, reduced inventory continues and Labor Day weekend fell entirely in September for 2015 versus August in 2014

7. Subcommittee Reports

a. Budget

i. Review of 2016 Budget

- 1. Jennie provided overview of budget; income of \$45,000 was added to “other income” and \$50,000 was added to the external marketing budget to address the Historic Hot Springs Loop

ii. Nick Tallent asked the group about a recent discussion about infrastructure funding. He recapped the discussion to the group, explaining that the costs of the ideas the Board has for infrastructure are often larger than the budgeted amount – spray park, climbing rocks for town parks, etc.

- 1. Nick asked if we could move unspent annual infrastructure budget to the following year, to specifically increase infrastructure budget and grow amount in order to tackle larger projects

iii. Group agreed that large projects were not attainable with annual budget; Stephen Durham suggested grant sources

- 1. Group discussed and agreed there were so many Town projects that needed grant funding, it would be difficult

- iv. Larry Fisher agrees with the idea setting money aside to pursue larger projects
- v. CK Patel explained it might work better to develop a plan of projects we wanted to fund and then determine how to work within Tourism budget or pursue additional funding
- vi. Group determined to have staff investigate options and continue discussion in November; all agreed it didn't really impact 2016 budget

b. Marketing

i. Hosting Media Writers and FAMs

- 1. Jennie provided overview of current situation; securing rooms for media writers is no longer discounted or comped by lodging properties. Up until Spring 2015, rooms were secured by covering cleaning fees (up to \$50 / night).
- 2. In order to continue to grow our PR and media efforts, hosting writers and media FAMs are critical, however, it has become cost-prohibitive
- 3. Annual Budget with Current Situation, allows:
 - a. 2 – Sales Missions: (50+ writers)
 - b. 4 – FAMs: (24 writers) *we will have more interest than budget allows
 - c. 10 – Media Writers (10 writers / 20 articles): \$9,000 – \$12,000 *we will have more interest than budget allows
 - d. PR Agency
 - e. Total direct reach of 84 writers at \$506 per writer
- 4. Jennie suggested providing documentation to businesses for tax purposes, acknowledging receipt of donation
- 5. CK suggested we increased PR budget to handle as many writers as needed, paying businesses full amount
 - a. Jennie explained that working with businesses to offer discount and receive tax documentation would allow us to host more writers for the same budgeted amount

ii. CTO Sales Mission – Toronto

- 1. Group discussed Toronto Sales Mission with overall PR strategy; determined that they wanted writers to visit

Pagosa versus going to pitch writers about destination, even though for we can host 2 writers for the same amount it costs to reach 30+ writers in one on one discussions

c. Events & Events Infrastructure – Larry Fisher

i. Bike Racks

1. Postponed until November meeting – Stephen is presenting to Parks & Rec Commission during their October 13th meeting

ii. Mountain Express Transit

1. Group reviewed proposal from Mountain Express Transit regarding the Tourism Board funding monitors for the County bus system to show ads and videos promoting the area
2. Nick Tallent asked how many visitors use Mountain Express Transit; he then asked if John Egan solicited quotes from any other vendors besides Axxis Audio (provided with funding request)
3. Concerns were mentioned with Pagosa being a drive market and therefore most visitors already have transportation
4. Group requested staff ask John about tourism usage and growth projections

iii. 2016 Event Funding

1. Application / Schedule

- a. Jennie explained that event organizers had been requesting updates on the 2016 funding application and process
- b. Jennie explained that the Board should move forward on 2016 funding, while beginning discussions on the direction for event funding in 2017 and beyond
- c. Jennie reminded group that they had discussed multiple ideas, such as recruiting large event organizer to put on event in town, similar to Madison House Productions in Salida, or providing funds for off-season events versus summer events
- d. Group scheduled a meeting for Monday, October 26th at 10am at the visitor center to review 2016 application and 2016 process

iv. Review 2015 final reports:

1. Drive 4 Corners (BMW event) –

- a. Group discussed final report and commented on the impressive email survey results
- b. Stephen Durham motioned to approve Drive 4 Corners final report, Jon Johnson seconded, all approved

2. Pagosa Springs Center for the Arts

- a. Nick Tallent motioned to approve Pagosa Springs Center for the Arts final report, Jon Johnson seconded, all approved

d. Wayfinding and Signage – Steve McKain / Jon Johnson

i. Update on 2015–2016 projects

- 1. Group scheduled meeting for Monday, October 26th at 9am at Visitor Center

e. Visitor Center subcommittee

- i. New hire – Kim Lund was hired as Visitor Center coordinator, she is handling inventory and will begin processing
- ii. 2015 Maintenance Budget – Meeting Room Remodel
 - 1. Group discussed using remaining 2015 budget for visitor center maintenance to provide a remodel of the meeting room at the Visitor Center
 - a. Dennis Ford is getting estimates for adding windows on west wall, painting walls, carpet, new chairs, etc.
 - b. We will see where estimates come in and determine what can be accomplished

f. Tax Compliance

i. Update

- 1. Continue to run into various glitches – State does not view Tax ID number public record, therefore obtaining list of numbers paying lodging tax is not permitted by State
- 2. Greg and Jennie continue to work with Erin Neer, County, State and others to move this project forward

8. Old Business

a. CDT Gateway Community

- i. Initial group met September 22nd with CDT representatives to learn more about being Gateway Community
- ii. Jennie worked through application and determined another meeting with organizational group would be needed to understand what services community would offer hikers and develop ideas for CDT event / trail maintenance project
- iii. Jennie asked group if CDT crossed into Archuleta County anywhere besides South San Juans, as top of pass access is Mineral County and access north of town was in Hinsdale County; it might be a consideration as events / trail maintenance efforts are discussed
- iv. The organizational group will try to schedule meeting the first week of November, but not on November 4th

9. New Business

a. Public Comment

- i. No comment

b. Tourism Board Ideas and Comments

- i. No comment

10. Adjournment

- a. Jon Johnson motioned to adjourn, Nick Tallent seconded, all approved