



## Minutes

### Marketing Subcommittee Pagosa Springs Town Tourism Committee

Tuesday, April 29th

Ross Aragon Community Center

10 am

Meeting called by: Chirag Patel (Marketing Chair)

Attendees: Voting Members; Larry Fisher, Bob Kudelski, Chirag Patel, Jim Smith, Bob Kudelski, Stephen Durham, Nick Tallent

Non Voting Attendees; Jennifer Green, Shari Pierce, Mark Day, Bill Delaney

1. Call to Order
2. Review of AdventureEDU and SW Tourism Summit
  - a. AdventureEDU
    - i. The Colorado Tourism Office partnered with the Adventure Travel Trade Association to host a day-and-a-half-long workshop to understand the distinct challenges and opportunities for Colorado, and to determine as a group the role the CTO can play to help move the industry and relationships forward
    - ii. 50+ participants over 2 days
    - iii. Included Colorado adventure tour operators, guides, outfitters, destinations and other stakeholders
    - iv. Task force to be formed under umbrella of CTO
      1. TTC Director has offered to be involved
  - b. SW Tourism Summit
    - i. Crested Butte is dead from mid April until mid June
      1. Restaurants, shops, retail, etc largely closed

- ii. Pagosa Springs will host Tourism Summit in 2016; hosted in Durango every other year (applied to be host in 2013)
- iii. Attendance in CB was about 60; last year in Durango it was 150+
- iv. Pagosa Springs is well-respected in the CO tourism industry

### 3. Trade Show Discussion

- a. TTC Director reviewed various opportunities for trade shows – weddings, AARP, group travel, leisure travel, etc
- b. Group determined to pursue partnerships with other SW CO destinations for leisure travel shows (Travel & Adventure, AARP, etc)
- c. Group wants to focus on group travel shows (IPW, ITB, Go West) and actively engage with tour operators
  - i. TTC Director will work with Tour Colorado / other groups to better understand what we get through the industry groups and develop plan for Pagosa to pursue this audience; future meeting to review will be scheduled
  - ii. Group decided it would be beneficial to invite Barb Bowman from Grand Junction CVB to town to provide overview of group travel and benefits of international visitors
- d. Wedding shows were discussed; Marketing subcommittee felt that Pagosa needed businesses to step up to create more of a market for destination weddings before the TTC actively pursue a wedding audience via trade shows

### 4. New Advertising Opportunities

- a. TTC Director provided overview of marketing budget – for 2014 marketing budget of \$225,000, \$31,000 was unallocated
  - i. 5280 Traveler issue – full page ad with online components
    - 1. Subcommittee approved \$4,250
  - ii. Texas Monthly – online, mobile, newsletter sponsorships for \$500 / month (each)
    - 1. Subcommittee approved \$4,000 to test
  - iii. [travelerfun.com](http://travelerfun.com) – fall / winter newspaper inserts w/ online program with weekly leads for Chicago market; should generate as many leads as cost
    - 1. Subcommittee approved \$550
  - iv. Social Media paid advertising – social media now has shareholders, which means they will need to show profits, thus

the new social media world of paying for what used to be free;  
Twitter cards and Facebook sponsored posts will be main focus

1. Subcommittee approved \$1,200 to test
  - b. Subcommittee approved \$10,000 towards new media placement, as outlined above
5. Videographer
- a. A request for qualifications will be developed and sent out to locate a videographer(s) to assist TTC in capturing b-roll video for future use; additional needs may include video editing
  - b. opportunity with Brand USA awaiting b-roll video
  - c. provides video library for TTC to leverage for media requests, commercials, banner ads, etc
  - d. Meeting to review RFQ responses and determine how to proceed will be scheduled
6. Adjournment