



# Minutes

## Pagosa Springs Town Tourism Committee

### Visitor Center Subcommittee

Tuesday, May 6th, 2014

Chamber / Visitor Center

3 pm

Meeting called by: Bob Kudelski

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

Non Voting Attendees: Jennifer Green, JaNae Christians, Matt Sprowls

Audience: Ed Fincher

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1. Call to Order
2. Jim Smith asked about progress regarding location
  1. Jennie indicated the Town Task Force presented the initial offer to the Chamber yesterday, May 5th.
    1. Bob Kudelski provided a general overview of discussion
  2. Chamber Board will consider, and potentially counter, the Town's offer
3. Volunteer Recruitment
  1. 48 people committed to volunteer; however less reluctant to schedule shifts

1. 2 shifts per day, 14 per week
2. Goal is to have two volunteers per shift during summer months  
- 28 shifts per month
2. Group discussed ways to recruit additional volunteers:
  1. Advertise in the Sun
  2. Host Open Houses to learn more
  3. Reach out to other groups / organizations (Grey Wolves, etc)
3. Other efforts
  1. JaNae has reached out to high school – Cynthia Toner handles school to work program for high school; Visitor Center efforts will be offered to students in Fall 2014
  2. JaNae has met with Colorado Workforce – labor likely available to assist in fulfillments
4. Volunteer Training
  1. Current efforts are hands on / one on one; Chamber provided detailed 12 hour training sessions
    1. Group discussed training volunteers on finding answers to questions
    2. Schedule tours / activities for volunteers to experience to better represent area activities (Chimney Rock, Rafting / Tubing / Wildlife park, etc)
5. Volunteer Incentives (from area businesses)
  1. Business Incentive Card with one time offer from 8 businesses; goal is to have new card each quarter, featuring new offers –allows 32 business to reach volunteers each year
  2. Monthly drawings for prizes (one massage offered thus far)
6. Appreciation Efforts
  1. Submit Card of Thanks to newspaper on regular basis
  2. Host monthly meet & greet at visitor center for volunteers to mingle

3. Incentive programs

7. Miscellaneous

1. Uniforms – shorts, name tags, etc

1. Board members can assist with printing of badges

1. group discussed magnetic vs pinned badges

2. Shirts will be ordered, as an option, if volunteers want to wear

3. Vests for Outdoor Ambassadors were ordered in 2013; ready for use