

TTC Board Meeting

August 19, 2008 – 4:00 PM

Attendance

Voting – Angela Atkinson, Crista Munroe, West Davies, Bob Hart, Janis Moomaw, Brooke Kitchens,

Non-Voting – Mary Jo Coulehan, Dianne Calderon, Robin Carpenter, Tamara Allen

Audience: 6 people

1. Call to order – Old business
 - a. Approval of minutes – Janis motioned; Angela seconded – motion passed
 - b. Financial Statement – Bob presented the financials. Dianne clarified that we actually have approximately \$8,500 more in our account than showing on statement. This is due to the way the Town ended their year and how QuickBooks computes the dates. Bob requested volunteers to work on next year's budget. Janis Moomaw and Daniel Gonzales agreed to be on the committee. Bob will contact each of the committee members to set up a time and place for a meeting.
 - c. Visitor Center Management Contract – Dianne and Mary Jo were to get templates from other towns and put together a working document from these. The template would then get presented to Karen Kohake from the County Tourism Board to review. Karen would then send the document to the Town. To date, Dianne and Mary Jo have received two documents but have not been able to meet and review. Mary Jo was not present at this time to comment but Dianne said she would make a concentrated effort to get this done and a document will be presented by the next Board meeting.
 - d. Website – Dianne reported that we have been working on website issues for approximately 3 weeks now. It was recommended by our server that the site be migrated to a larger VPS to fix the problem of the site crashing. After the migration was completed the site was compromised by a DNS bug that has affected thousands of sites around the country. Anyone trying to access the www.visitpagosasprings.com site was being redirected to Japan the first time it was compromised and Spain the second time. Dianne was finally able to get the site back in working order but stated this was going to affect the visitor packet request numbers for August.
2. New business
 - a. Winter survey – Angela presented the Winter Survey results from RRC that was done in conjunction with Wolf Creek this last winter. The survey was a sampling of approximately 200 people but we hope to get a better sampling perhaps in the winter of 2008/2009. One of the questions asked was where people were staying, Southfork vs. Pagosa. Pagosa was definitely stronger in this poll. The survey will be made available on the Town's website for anyone wishing to review the results.
 - b. Special Events funding Application – A subcommittee was formed comprised of Crista Munroe, Daniel Gonzales and Dianne to review the application process. It was suggested that perhaps quarterly deadlines be set so that monies can be allocated to new events just forming. This will be something that the committee will be looking into.

- c. New Event – Brooke spoke on a new event that she is putting together, the Saturday Market. The Market is going to start on Saturday, Aug 30 and run through September 27. The Market will be comprised of new and used items, a flea market kind of theme.
- d. Music Boosters – A representative from the organization was present to go over the application. The Board had some issues with the numbers and asked that they redo the application and at the next Board meeting present a yearly marketing plan with more financial information.
- e. Lodging Figures – Angela presented an option to the Board to have a research firm collect the data from the properties rather than rely on us or the Town trying to get the information. We only need 4 properties to cooperate with the firm which will cost the properties nothing and the TTC \$500.00. This is a small price to pay to be able to get this invaluable information. Bob requested that we still pursue collecting the information through the Town's lodging tax form as well. A new form will be given to the Town to get out to the Lodging community.
- f. Visitor Center Report- In the Board's packet were VC numbers. The figures showed that packet requests are up approximately 22% but visitors to the center was down 13.5%. Website visitation continues to go up on both sites www.pagosachamber.com and www.visitpagosasprings.com. For the month of July the visitor website had 16,080 visits and the Chamber's site had 8,043. A financial statement was provided as well.
- g. Director's report – Dianne reported that she had met with John Cohen from Durango to discuss soliciting a grant from the state. The state will give regional markets up to \$15,000 with 50% matching funds from the organization. John wanted to put together a grant in order for Durango and Pagosa to possibly attend a huge international show in Germany. It would cost each partner \$3,750.00 which can go towards lodging and travel. A brochure in the German language would be part of the state's contribution. Durango indicated that Germany is their number one international market and John felt that both towns would benefit greatly by attending the show. Dianne also said she had approached the Cumbres/Toltec train to also partner up to solicit the state for a grant to attend another huge international show that is held here in the states. The show, Powwow, is attended by tour operators from around the world and is the best way to get face to face meetings with operators in order to get more international business. The Board recommended that we run the two options through our marketing firm to get their input. Dianne will do this and then send their comments around to the Board to make a decision as the grant needs to be completed and presented to the state by the end of August.
- h. TTC Board Positions – Angela announced her resignation as of the September meeting. She very eloquently stated that she has loved serving on the Board and will miss working with everyone. She also emphasized the next chair needs to know that it will take a strong constitution and dedication as you are quite often targeted by the community. Danyelle also has resigned her position which leaves two at large positions available.
- i. Public comment – Bill Hudson thanked Angela for her services and also the entire Board. There were no other public comments.
- j. Adjournment - Janis made the motion to adjourn; Bob seconded and motion passed. Meeting adjourned at 6:00 PM.