

TTC Board Meeting

October 22, 2008 • 4:00 PM

Community Center

Voting members present: Janis Moomaw, Brooke Kitchens, Bob Hart, Marcy Mitchell, Morgan Murri, Crista Munro, Jeff Greer

Non-Voting members present: Robin Carpenter, Dianne Calderon, Tamra Allen

- 1) Determination of Quorum
- 2) Approval of Sept. minutes – Janis pointed out that her name was misspelled in the attendance section but spelled correctly later in the minutes. The correction has been noted. Janis motioned to accept Sept. meetings; Bob seconded. Motion passed.

Old Business.

- 1) Marketing Firm Timeline – Barnhart feels that too much co-op advertising will dilute our brand; current \$100,000 budget includes \$25,000 in co-op advertising that may have to be adjusted. Some of the things in the budget have already been contracted for 2009 and cannot be eliminated. Other than that, Barnhart is focusing on marketing where the ground is fertile due to ltd. budget. They are looking at various forms of viral marketing, including a Pagosa video contest. 2009 will be a transitional year, with a variation of the “What’s Your Rush” brand to be used in the beginning of the process, eventually transitioning to the newly adopted logo concept. Tamra encouraged elected official involvement in the logo design process. Marcy said Barnhart has produced a Power Point presentation that will be emailed to all board members. She requested input. Barnhart is currently working on a winter press release for Pagosa Springs.
- 2) Visitor Center Management Contract – IGA is on hold until new county commissioners and new town managers come online. In the meantime, plans are moving ahead for formation of new VCC (Visitor Center Committee) which needs bylaws. Three documents were presented for review and they will be voted on by CTC on Nov. 3. The VCC will allow contributing bodies to have input on VC decisions. Bob disagrees with the Chamber having equal representation (2 members) on the VCC. His point is that the Chamber is a sub-contractor and is charged with fulfilling contractual obligations. Robin said that the employee overlay is too great; the Chamber is subsidizing VCC payroll and view that as a significant contribution, giving the Chamber a stake in the VCC. Marcy said she sees both points of view, but said the immediate goal is to satisfy the visitor experience without disruption of service. Janis pointed out that the Chamber and VC had been operating as the same entity for 20+ years prior to the TTC. Bob stuck to his opinion that the board hires the Chamber. Marcy said the VCC is an oversight board, not in charge of hiring. The contract is negotiated every year and that the VC won’t exist without the cooperation of all three entities. Janis said that once the IGA is in place, it’s a whole new ballgame and it would be easier to negotiate if there were only one tourism entity. Marcy said the IGA is at least 6 mos. out; in the meantime let’s get the interim steps in place and define roles of each agency. She said that Town Council has relayed they will NOT approve the TTC budget without this management contract in place. Jeff said that the wording appears to state that any decision regarding contract negotiation made by the VCC could be trumped by the TTC or Town Manager. Dianne suggested that could be averted by allowing the TTC VCC members to get input from the TTC and town prior to the annual June negotiation. Marcy stated that TTC’s reps on the VCC will report to the board monthly. Crista wondered if Chamber reps on the TTC will be redundant after the VCC is formed. Marcy said we can re-evaluate that after the agreement is adopted. Marcy proposed that the TTC executive director can cast a vote on the VCC only in case of a tie. Janis wondered why the TTC director. This idea passed by a show of hands. Janis pointed out that in return for paying

more to the VC than the CTC, the TTC gets office space, phones, etc. Tamra will turn the VCC Formation document into bylaws. She said they will be temporary but will need to be formalized. Marcy will re-write all documents with relevant changes prior to the CTC meeting. Bob wanted to re-word the "Duties" section of the Formation of VCC document. Marcy agreed with Bob that the VCC is an advisory board over the VC, not the implementers. Robin is afraid that giving the VCC too much power will result in micro-management. Marcy wants language to reflect VCC's actual influence and authority over VC.

- 3) Website Update – Dianne said that the website has had numerous issues with crashing even after upgrading to a larger vps on Host My Site. The Calendar of Events didn't work for 2 weeks. Xylem messed it up; Webmovers fixed it. TTC has hired Web Movers as new Cold Fusion programmers. They fixed the issues at a fraction of the time actually taken - \$300.
- 4) 2009 Budget – Dianne reported that YTD 2008 vs. 2007 is down 2%. Morgan thinks our revenue projection is too high for 2009 and thinks we should back off. But he thinks that special events should still be funded. Tamra said that the TTC will be picking up an additional \$15,000 in administrative benefits in 2009 as the Town will no longer be paying Dianne's benefits package. Morgan volunteered to be on the budget committee. Tamra would like to see comps from surrounding communities and the 2009 budget in narrative format, justifying some of the higher expenses. She said that FY 2008 expenses should be shown in the 2008 budget, even if they won't be paid until 2009. Bob said that would require a larger reserve. Tamra asked if VC traffic is reduced, should TTC reduce VC funding?

New Business

- 5) Visitor Fulfillment Packet – Marcy said that Barnhart has recommendations to simplify the VC fulfillment packet that include: 1. Recreational brochure; 2. On-line delivery; 3. Stop selling fulfillment pack space and replace with online option (possibly pay-per click); 4. Add recreation to lure brochure and sell ads. The TTC currently has no authority over the packet. Marcy suggested that we recommend the VC cease sending out paid brochures with fulfillment packet on Jan. 1st, unless specifically requested by caller.
- 6) Special Event – tabled until budget discussion.
- 7) New Member Voting – Jim Smith, Mat deGraf and Zella Scheer were present to address the board regarding their qualifications as potential board members. A brief synopsis:
 - a. Jim Smith – wants to be more involved, has lots of marketing experience and has been promoting Pagosa Springs for 20 years. He would like to see viable retail and construction markets.
 - b. Mat – former CEO/Marketing Dir. for a Front Range business he started with a partner. He would bring fresh insight and is a child of technology.
 - c. Zella – has 25 years in tourism marketing in Alaska. She's lived in Pagosa Springs for 4 years. She does TV production and works with cruise ship marketing in Alaska. She travels a lot and may have trouble committing to meetings. Is sometimes gone 4 months at a time (June-Aug).

A discussion of each candidate followed. The board voted to recommend the Town Council place Jim Smith on the TTC board. (vote was 4-3 Jim over Mat. Zella was ruled out because of her inability to attend all meetings) Janis motioned, Jeff seconded. Motion passed. It was noted that Pam Shoemig had left the meeting prior to speaking. Dianne said she wanted to address the TTC, but was not on the agenda. With Daniel and Fred's absence, the lodger's association had no representation at this meeting. Crista motioned that the LA appoint an alternate. Janis seconded. The motion passed.

- 8) Executive Board Voting – Marcy nominated Bob to be new chairman. Janis seconded. Bob accepted. Board approved motion. Jeff nominated Marcy as vice-chair. Morgan seconded and Marcy accepted. Board approved this motion. Bob nominated Morgan Murri as treasurer; Crista

seconded. Morgan accepted and the board approved the motion. Crista will remain on the executive board as secretary.

- 9) Public comment – Bill Hudson agreed with the plan to simplify the fulfillment packet and phase out the lure brochure. He would love to see the TTC hire more locals and put more design projects out to bid. He wondered what is the current process for hiring.
- 10) Adjournment – Jeff made a motion to adjourn; Morgan seconded. Meeting was adjourned.

Submitted by Crista Munro – 28 Oct. 2008