

# Minutes

## TTC Meeting

June 23, 2009

4:00 PM – Community Center

Voting members in attendance: Bob Hart, Morgan Murri, Jon Johnson, Dan Rosenblatt, Pam Schoemig, , Angel Preuit, Jim Smith

Non-Voting Members present: Jennifer Green, David Mitchem, Mary Jo Coulehan

Absent: Janis Moomaw (excused), Suellen Loher (excused), John Harper (excused)

1. Call to Order
2. Determination Of Quorum (6)
3. Approval of May Minutes –Daniel motioned and Morgan seconded; all approved
4. Chair Report – Bob
  - a. Bob moved David Mitchem’s Economic Development discussion to the first topic
    - i. Goal is to strike a balance of quality of life and business
    - ii. Create pro-business environment in Pagosa Springs
    - iii. David has asked the TTC to review and take it under our counsel; provide feedback, thorough review so we can all work together to support future economic development
    - iv. Bob asked about incentives – do they apply only to new business? Or can existing businesses participate? David mentioned the draft did not, but the final one presented to town council will include; asked for feedback
    - v. TTC will schedule a meeting to discuss/review in detail and to provide TTC feedback to David; Meeting scheduled Monday, July 6<sup>th</sup> at 4pm at the Community Center; Jennie will send out meeting notification
  - b. PR opportunities – Jennie to discuss with Coordinator Report
5. TTC Coordinator Report
  - a. Reprint of Visitors Guides
    - i. Need more reprinted ASAP; will have gone through 30,000 in 4 months
    - ii. David will ask Council to see if TTC can get a loan from the General Fund

- iii. Mary Jo suggested we approach CTC
  - iv. David will email council on judgment – not official ruling – and have on the agenda for 7/7/09
  - v. Next year we will plan to print at least 60,000; the Sun will adjust advertising rates accordingly
  - vi. Morgan suggested we wait to see Town Council's response on borrowing from General Fund
  - vii. Morgan motioned, Dan seconded to approve printing an additional 20,000 summer visitor guides, pending notification from Town Council that they will lend the balance of the money needed to TTC; the TTC will find \$7500 from 2009 budget (pulled from Q2-Q4 PR)
- b. Domain Renewals – board decided not to renew the 4 fishing domains
- c. Colorado State Vacation Guide – Bob determined the marketing committee needed to determine the specific allocation of 2010 marketing funds; Marketing subcommittee meeting was scheduled for Thursday, June 25<sup>th</sup> at 10am; Jennie to send out notification with location.
- d. Gateway – Kory reviewed sample reports; asked how the TTC wants to drum up additional support and get additional local businesses to participate
- i. Jennie to sit down with Jim McQuiggin for interview with Pagosa Sun
  - ii. When asked about package promotions, Mary Jo said the Visitor Center gets more requests for ski packages than any other type of package
  - iii. Jennie to provide marketing source reporting to Gateway
  - iv. Landing page to market and promote packages can be utilized
  - v. Audience member suggested that the TTC is doing so many great things, we need to focus on spreading the positive news to local media about TTC, to offset all of the overall negative news
  - vi. Monthly TTC report for local PR to be submitted starting very soon
- e. PR – national PR
- i. There are tons of magazines and specialized magazines;
  - ii. Look for area writers to help write byline articles to be submitted to magazines
  - iii. Jennie has editorial calendars to many of these media sources

- iv. Plan to send out press kits with the goal of enticing writers to experience our area, promoting free trips to Pagosa to experience Pagosa to all media contacts; to work with the Springs and other area businesses to obtain their media lists; currently pulling together packages
- v. Decided a new subcommittee would be helpful to focus efforts on broader media outreach - Jim to chair; Dan and Daniel will also serve – July 6<sup>th</sup> 2:30 at the community center– Jennie to send out notice with meeting location

6. Treasurers Report – Dan

- a. Monthly Town Lodging Receipts report – May 2009 lodgers tax increased 11.68% over May 2008; a few properties have not paid yet
- b. Current finances – cash flow is improving; Barnhart will be caught up by end of July

7. Subcommittee Reports

- a. Budget – Dan
  - i. Time to schedule preliminary meeting to begin 2010 discussions; maps; marketing;
- b. Fulfillment Package – Jim – Winter “Official Visitors Guide” -
- c. External Marketing/PR- Dan Rosenblatt – Meeting on Thursday June 25<sup>th</sup> 10a.m.; Jennie to send out meeting request; preliminary budget discussion will be included to identify budget items for 2010
- d. Website- Jennie – see coordinator report – lots of changes implemented; please review “Summer Activities” section on website
- e. Events – Janis – Morgan presented for Janis; New planning methods in place for 2010; Jennie to send letters requesting preliminary information on possible 2010 requests
- f. Visitors Center report – Mary Jo – fulfillments increased significantly – up 59% YTD; foot traffic is up 6%; TX, CO top states
- g. Out of the Box Brainstorming – Jim Smith – no update
- h. Lodging Occupancy Reports – Daniel – B&Bs – one steady increase; others fluctuate; cabins show increase; mixed results for inns;
- i. Lodging tax audit – Daniel –
  - i. Bob is concerned some properties aren’t reporting properly and others aren’t paying taxes at all; David feels it would be important to perform an audit; the TTC should pay for audit

- ii. Motion to make recommendation to town council to approve a tax audit to be conducted on town lodging properties; Daniel motions; Dan seconds; all in favor; motion passes
  - j. Local Collaboration/ Local PR - Morgan Murri – Morgan volunteered to help write monthly update; Morgan trying to get Pagosa as a featured top trail running town in CO next year in Trail Running Magazine (30,000 subscribers)
  - k. Capital Projects – Suellen – not present
  - l. Viral Marketing – West – not present
  - m. Customer Service program – John – not present
8. Old Business – Discussion of County Lodging facilities voluntarily collecting a fee in the amount equal to Town Lodging Tax and submitting to TTC for increased marketing opportunities.
- a. Increasing overall marketing opportunities for town; additional advertising for County properties, with no additional out of pocket for lodgers
  - b. Audience suggested we first get the properties not paying anything before we increase tax on the few paying
  - c. If the funds are allocated to “tangible” – marketing, events, etc.
  - d. Pam to ask Lodging Association what they would prefer to spend the money on
  - e. Motion to ask county properties to collect an additional 3% fee to provide additional funding to TTC; Jim Motions, Pam seconded; all approved
  - f. Discussion of listing of lodging properties on website; Jim motioned that lodging properties remain listed alphabetically including all properties; Daniel/Pam seconded; all approved
9. New Business
- a. Town Manager – Economic Development discussion – moved to the beginning of meeting
  - b. Stephen McCurry - Colorado Travel Channel – Bob explained it was a new television station, former broadcast experience; he was not in attendance, we’ll try to get him to attend in July
  - c. Any other new business to come before the Committee
  - d. Public comments

- i. Gloria from First Inn suggested the TTC check county assessor records to find tax rolls and locate properties that should be paying taxes
- ii. Shari stated the TTC is doing a great job
- iii. Thad discussed recent stocking efforts

10. Adjournment – Dan motioned; Pam seconded; all approved