

## TTC Meeting

January 20, 2009

4:00 PM – Community Center

Voting members in attendance: Bob Hart, Marcy Mitchell, Morgan Murri, Janis Moomaw, Pam Schoemig, Jim Smith, Daniel Gonzales

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

1. Call to order

2. Determination that a Quorum was in attendance

3. December minutes – Daniel motioned to approve; Marcy seconded

4. Chairman's Report

- a. Bob introduced Jennie Green as the new TTC coordinator and updated everyone on the interview process
- b. Announced that the Town Council approved the Visitor Center / Chamber management contract
- c. Bob also asked for a new subcommittee to be formed to oversee lodging audits, Daniel and Pam agreed to serve as co-chairs of new committee
- d. There are still 2 open committee seats
- e. Conversion Study Report by Angela Atkinson
  - TTC commissioned the study in 2008 and it will continue through 2009
  - Those that requested information from visitor's center were sent email to participate in survey to better understand if they visited and why or why not
  - Used 2007 and 2008 email addresses – over 7900 sent, response of 857 – most that responded had taken vacation in last year
  - Tax revenue in 2008 – Pagosa Springs dropped 3.5% between sales and lodging; both Durango (+ 7.2%) and Cortez (+ 6.4%) were up
  - Noted a counter cyclical pattern between lodging and sales tax – which could be reporting issue, worth paying attention to
  - Typical Pagosa Visitor: Average age 51 yr old; empty nesters and families; weaker in singles and couples w/o kids; moderately affluent visitor
  - Of those that consider vacationing in Pagosa, 30% only considered Pagosa, more visitors visit as part of longer tour of SW –Durango - Pagosa or Santa Fe - Taos – Pagosa
  - VisitPagosaSprings.com Website was viewed well by completeness of content; overall good ratings
  - New visitors find us through 1. website; 2. Brochure; 3. Friends / family;
  - Previous visitors come back because of their previous experience
  - Length of trip – visitors stay in Pagosa average of 5.6 nights with a 9.3 night average vacation; repeat stay in town 2 nights longer; therefore 1<sup>st</sup> time stay less time; return visitors stay longer
  - Critical first impression w/ lodging – ratings lower for lodging facilities, but lodging customer service ranked well
  - Visitors think of Calm, mountains, hot springs, welcoming / friendly when they think of Pagosa

- Overall, we're friendly, but lack variety in restaurants and shopping; For visitors a connection to self ranked much stronger than connection to others or environment
- Attracting a new visitor costs 6-7 times more than bringing back a previous visitor
- Of those that have visited Pagosa, 63% are promoters (positive comments); 7% are detractors (negative) = net promoter score 56%; a NPS between 50% and 80% are considered good – obviously the higher the better
- When asked if the visitor would return - 1<sup>st</sup> time visitor – 50%; repeat visitor 73%
- Why didn't some visit? Most just couldn't do it this year due to finances, gas prices, health; a few noted that they did not receive requested info from VC; need to diversify activities, nightlife – set expectations – help visitors see options

5. Treasurer's Report – Morgan discussed the town council's contemplation to activate a 15% reduction; David is now recommending no change based on his analysis – town council will make final determination; Bob and Morgan spoke w/ David last week re: Dec lodging and TTC budget; we are currently operating on the 2009 full budget, but may be asked to reduce to the 10% or 15% reduction schedule; 2008 year end and Ledger info updated for Feb meeting

#### 6. Subcommittee Reports

- a) Budget subcommittee will meet as needed to review any budget directive from town council; working with fulfillment to fund Visitor Guide
- b) Fulfillment Pkg Committee - Jim Smith – We're in agreement with the Sun; out of pocket \$10,000, with 2/3 invoiced with summer issue and 1/3 invoiced with winter guide. Paper quality may not be exactly like Telluride, but it will be high quality; winter guide maps may not be gatefold, but we will address that with the Sun again after the success of the summer guide is determined; next step is to get pricing on the shrink-wrapping of 7000 summer guides to make VC staff tasks more manageable; also, brochures moving along
- c) Marketing – Marcy discussed that "What's your Rush" brand will be fading out – something along "Likeably Off Track"; the iBrochure with Madden Media is next – we need to check into email capture through Madden; in 2009 – print advertising will not focus on co-op – Barnhart thinks print co-op diminishes PS brand; Video project (PS video competition) begins this week; broadcast winners; goal is to create a home grown, authentic PS video out of 5 of all entries; also discussed need for Local campaign to increase local websites to link to visitpagosasprings.com; Marcy also mentioned during the Retreat on Feb 4<sup>th</sup> we will review 2009 vision and objectives – what makes sense (in light of reduced 09 budget); New brand will require public sessions
- d) Events - Janis – new application online; subcommittee will meet on the 1<sup>st</sup> wed of every month at 2:30 to review applications (Feb meeting will be at 3:30pm due to retreat)
- e) Logo - West was not in attendance
- f) In-house PR – Marcy – we will be sending out 3 press releases in the next few weeks: conversion study results, official visitor guide and central reservations system; more coming discussed a business bites from Chamber w/ lodging association to explain website trends and traffic
- g) Visitor Center Report – Mary Jo - VC traffic numbers are down in 2008, however people might be researching before they arrive – also numbers are slightly subjective based on delegates; visitor packet requests (excluding Madden and Endless Vacation requests) were up 17.52% over last year. If you include Madden/Endless Vacation requests, VC sent 76% more packets in 2008 than 2007

- h) Out of the Box – Jim explained that fulfillment overtook Out of the Box last month with VG in full swing
- i) Lodging Occupancy Reports – Daniel – TTC needs to determine how to obtain tracking with lodging association – Daniel tasked with how to get data from lodgers – lodging association can obtain info and keep private; morgan will speak during next LA meeting; Marcy to send list of town lodgers to Pam
- j) Bill McGowen, Airport Manager, reviewed their calendar for 2009, with bigger ideas mentioned for 2010. They've timed a Fly in at Stevens for the weekend of the Car Show; there will also be a new aircraft circuit race as well as the balloon glow and 4<sup>th</sup> of July parade fly over again

#### 7. Old Business

- a) Bylaws were approved by Town Council
- b) West Davies and Brooke Kitchens were not in attendance; West's absence was preapproved, while Brooke's absence was not.

#### 8. New Business

- a) Gateway Reservations (central reservations) presented to the committee about the benefits of the TTC partnering with Gateway; Kory Samson, sales, and Bruce Moss, owner, presented; Gateway is SW CO focused; next steps were discussed and the committee agreed by consensus to move forward. Gateway will send Marcy the contract soon.

9. TTC Coordinator Report – Jennie updated the group on her progress of meeting many people, attending meetings and is quickly getting familiarized with the role; expect more detailed reports ongoing

#### 10. Meeting adjourned