



Minutes

Pagosa Springs Town Tourism Committee

Tuesday, September 15, 2009

Community Center

4:00pm – 6:00pm

Meeting called by: Bob Hart

Attendees:

Voting Members: Daniel Gonzales, Bob Hart, Jon Johnson, Morgan Murri, Angel Preuit, Pam Schoemig, Jim Smith, Janis Moomaw

Non Voting Attendees: Jennifer Green, Mary Jo Coulehan, Bill McKown, Larry Fisher, Keely Whittington

Absent: Dan Rosenblatt

1. Call to Order
2. Determination Of Quorum (6)
3. Approval of Minutes – August – Dan motioned, Pam 2nd, all approved
4. Chair Report – Bob
 - a. Board Positions open – John Harper , Suellen Loher
 - i. Received letters of interest from Keely Whittington and Larry Fisher
 - ii. Larry has been in Pagosa since 1980, owned Ski and Bow Rack for 24 years; interested in participating, strong business background
 - a. Bob thought it would be valuable to add a retail perspective to the TTC

- a. Budget – Dan (Jennie)– 2010 approval
 - i. Janis asked about new Preserve America signs on the Gateway signs – Pagosa applied for status a few years ago –allows Pagosa to apply for Preserve America Grant Money
 - ii. Jennie to see if anyone at Town Hall will write an article about Preserve America to promote it; Janis volunteered Jennie to write an article if necessary
 - iii. Daniel motioned to approve budget; Morgan seconded; all approved; the budget will be submitted to Town Council for approval
- b. Fulfillment Package – Jim – Winter “Official Visitors Guide”
 - i. Maps being developed – Jennie working with Tor
 - ii. Directory Listings are being updated this week
- c. External Marketing/PR- Dan Rosenblatt (Jennie)
 - i. Meeting on Monday
- d. Website- Jennie
 - i. Things being updated; ready to look forward enhancements
 - ii. Press Kit being added online this week – portions live now
- e. Events – Janis –
 - i. Events Subcommittee will have an idea of what will be funded in the Nov meeting
- f. Visitors Center report – Mary Jo
 - i. Fulfillments up 188%; CA again represents most requests
 - ii. Visitor Center numbers up 21.3% – NM, CO, AZ top ranking states
 - 1. Jennie noted at Lobo Overlook one afternoon last week, there were 4 cars from Wisconsin – recent ranking state in visitor guide requests
 - iii. New forms will help Visitor Center tracking
 - 1. Committee asked to see how many visitors to the visitor center were drive through versus overnight visits
- g. Out of the Box Brainstorming – Jim Smith

- i. Noticed empty space in Durango – Jim wants a visitor center in Durango
 - h. Lodging Occupancy Reports – Daniel
 - i. Nothing to report
 - i. Lodging tax audit – Daniel –
 - i. Nothing to Report
 - j. Local Collaboration/ Local PR - Morgan Murri
 - i. Nothing to Report
 - k. Capital Projects – Jon Johnson – Signage and Wayfinding
 - i. Meeting on Sept 1st; group looking to build community effort to drive interest and support for project
 - ii. Group looking for additional subcommittee members
 - iii. Bob mentioned the County passed a nuisance ordinance; need to work to get properties cleaned up
 - iv. Dr. Handy’s Mountains – Pam discussed encouraging the Sun to publish some of these drawings to help promote signage plan to get community support
 - l. Customer Service program – Jennie
 - i. Jennie developing TTC Marketing Class for Businesses that Target Tourists
 - 1. Free opportunities
 - 2. Co-op – online and print
 - 3. TTC advertising
- 8. Old Business –
 - a. Pam spoke up about last month’s discussion with Lodging Association – she asked about the link on the TTC website – they thought it would be on the home page, Jennie explained the link has been on the TTC website for a long time; committee seemed to feel that was strong enough presence
 - i. Pam feels Jennie should attend lodging association meetings, as it is only 1.5 - 2 hours per month and they pay Jennie’s salary
 - 1. Jennie stated that she is still not receiving meeting notifications

2. Board stated that Jennie's time is still limited to 30 hours per week
- ii. Next Lodging Association meeting is Sept 22nd 11:30 am at Coyote Hill Lodge on Piedra Road towards Hatcher; they currently have 23 members
- iii. Morgan mentioned that the effort is a 2-way street; lodgers should attend our meetings and TTC should attend lodging association meetings, but noted no lodgers were present this month, besides Board members

9. New Business

- a. Public Comment
 - i. Bill McKown will speak next month
- b. Any other new business to come before the Committee

10. Adjournment –Jon motioned to adjourn, Daniel seconded; all approved