



Minutes

Pagosa Springs Town Tourism Committee

Tuesday, April 20, 2010

Community Center

2:30pm – 3:30pm

Meeting called by: Bob Hart

Attendees: Voting Members; Daniel Gonzales, Larry Fisher, Bob Hart, Jon Johnson, Morgan Murri, Angel Preuit, Pam Shoemig, Jim Smith, Thad McKain, Doris Green

Absent: Keely Whittington

Non Voting Attendees; Jennifer Green, Mary Jo Coulehan, Kevin Anderson, Valerie Green, Darlene Gonzales

Please review: March Minutes, Any committee reports that you receive

Please bring: Agenda, Any Committee reports you feel are needed

-
1. Call to Order
 2. Determination Of Quorum (6)
 3. Approval of Minutes – March – Daniel Gonzales motioned, Pam seconded, all approved
 4. Chair Report – Bob Hart
 5. Treasurers Report – Angel Preuit
 - a. Monthly Town Lodging Receipts report (March)
 - b. Current finances – Jennie Green
 - c. Mural on Main – Town Council voted for the funding for Mural on Main to be split from TTC's reserves and the town's capital improvement reserves; let's encourage Pepsi grant voting
 6. Subcommittee Reports



- a. Budget – Angel Preuit
- b. Fulfillment Package – Jim Smith
 - i. Summer Visitor Guide has been printed
 - ii. Storage has been provided by Daniel Gonzales, VC and Chamber staff
 - iii. Jim Smith suggested RFP to handle distribution and fulfillments; whoever handles fulfillments should handle storing guides
 - 1. Mary Jo Coulehan suggested a storage unit for future shipments
 - iv. Plan for meeting first week in May to review responses to RFP
- c. Marketing, website, trade shows, central reservations- Keely Whittington (Jennie provided update)
 - i. Site design close to final
 - ii. TTC has provided prompt review and feedback, website vendor has responded slower than we prefer, Jennie Green and Keely Whittington are aggressively pushing them to deliver – currently working on a written commitment for a May 14th launch
 - iii. Marketing meeting Thursday at 11am at EcoLuxe at Springs Resort
- d. Events – Daniel Gonzales
- e. Visitors Center report – Mary Jo Coulehan
- f. Special Projects – Jim Smith– Update – Reservoir Hill Improvements
- g. Lodging Occupancy Reports – Daniel Gonzales
 - i. Daniel Gonzales redid some of the charts; funds and occupancy
 - ii. Jan and Feb were tracking ahead; mixed trend
- h. Capital Projects – Jon Johnson – Signage and Wayfinding
 - i. Meetings held during last month; CDOT approvals underway, Town planning for demolition of sign structure
 - ii. Sign Structure bids were received last Friday; subcommittee met Apr 20th to review structure bids; Thursday Apr 22nd scheduled to meet with contractors for interviews
 - iii. Sign Cabinet responses due May 7th



- iv. Discussion to revise architectural renderings based on concrete block structure
 - v. Waiting on hardware and watching weather for banners; aiming for May 3rd
 - vi. Wayfinding / Signage subcommittee will meet this Friday, April 23rd at 11am at River Pointe
7. TTC Director Report – Jennie Green
- a. Facebook is taking off – we’ve gained lots of fans in the last few months
8. Old Business
- a. Visitor Center Contract
 - i. Bob Hart expressed TTC would still like to meet with CTC and Chamber; Bob to contact Karin Kohake to schedule meeting with CTC meeting
 - ii. Bob to forward a sample contract to TTC Board
9. New Business
- a. Public Comment
 - b. Any other new business to come before the Committee
 - i. Hospitality Day is May 20th – Chamber hosting classes
 - ii. Reservoir Hill Task Force
 - 1. Task Force formed for Reservoir Hill
 - 2. Thad McKain and Larry Fisher will co-chair the RHTF; determine strategic plan and present to local government entities; Kevin Anderson and Jim Smith joined the task force
 - iii. Jon suggested an official ground breaking for the first sign – Mural plans a ground breaking for the beginning of May
10. Adjournment – Jon motioned; Jim Smith seconded, all approved