



# Minutes

## Pagosa Springs Town Tourism Committee

Tuesday, February 16, 2010

Community Center

4:00pm – 6:00pm

Meeting called by: Bob Hart

Attendees: Voting Members; Daniel Gonzales, Larry Fisher, Bob Hart, Jon Johnson, Morgan Murri, Angel Preuit, Pam Shoemig, Jim Smith, Keely Whittington

Absentees: NA

Non Voting Attendees; Jennifer Green, David Mitchem, Doris Green, Thad Cano, Jody Blankenship, Valerie Green, Jeff Bouwer

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

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

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1. Call to Order
2. Determination Of Quorum (6)
3. Approval of Minutes – January – Jim Smith motioned to approve the January minutes, Daniel Gonzales seconded, all approved
4. Chair Report – Bob Hart
  - a. Chamber of Commerce nomination for TTC member - Jan 31, 2010-Jan 31, 2012
    - i. Chamber nominated Doris Green with Lantern Dancer as the new Chamber rep
    - ii. Jim Smith motioned to approve Doris Green's nomination, Jon Johnson seconded, all approved

- iii. Town Council will vote on the TTC recommendation during the March 2<sup>nd</sup> Council meeting
  - b. March meeting needs to be moved to March 23<sup>rd</sup> due to Spring Break; all agreed
- 5. TTC Director Report – Jennie Green
  - a. Jennie presented 2007 -2009 lodgers tax analysis and trends
  - b. All Visitor Guide deadlines next week – Jennie working to get everything submitted to the Sun
  - c. Google adwords being reviewed; current CTR 4% with daily limit of \$25 per day being reached between 8-11pm
- 6. Treasurers Report – Angel Preuit
  - a. Monthly Town Lodging Receipts report (December) – December 2009 totaled \$35,456.65 or 11.03% ↑ compared to 2008, 12.02% ↑ compared to 2007
  - b. Current finances – Jennie – cash flow looks good this year, especially as compared to last year
- 7. Subcommittee Reports
  - a. Budget – Angel Preuit – no report
  - b. Fulfillment Package – Jim Smith –
    - i. Summer guide will be printed in April; deadlines Feb 25<sup>th</sup>
    - ii. Jennie to check with Mary Jo regarding poly-bag – does Visitor Center have budget for 20,000 copies to be polybagged?
    - iii. Visitor Guide RFP needs to be approved for release; Jennie mentioned David Mitchem had sent it to Bob Cole, the town’s attorney for review
    - iv. Daniel motions to approve Visitor Guide RFP for release in February, contingent upon legal review, Pam Schoemig seconded; all approved
    - v. Discussion regarding increase in fulfillment requests and whether or not more guides need to be printed for the TTC for 2010 Summer and Winter
      - 1. Jennie to review numbers and discuss with the Sun on Friday
  - c. Marketing, PR, website, trade shows, central reservations - Keely
    - i. Website

1. Keely provided updated on Jesse James Creative, the website vendor selected
2. New project management tool to allow us to quickly review and keep comments in one location Jennie to have more board members added
3. Itinerary tool allows users to build their own vacation, this was a feature we discovered after the RFP responses were received; new SOW from Jesse James includes this enhancement , plus everything requested in the visitor guide
4. Jim Smith motioned to approve contract of \$12,000 with Jesse James Creative , Morgan Murri seconded, all approved

ii. Trade Shows

1. Evaluating trade shows for 2010
2. Committee is recommending to not participate in CAC shows in 2010
3. Committee looking into wedding shows for 2011, as well as additional fall shows in 2010

iii. Central Reservations Systems

1. Town, Gateway and TTC met last week to review how the central reservation system was working overall
2. Surveys have been developed and handed out to lodgers to access their opinions of CRS; Jennie and Keely attended Lodging Association meetings on Monday evening; Darlene Gonzales volunteered to collect all surveys
  - a. In January, Durango received 85 calls and 15 in Pagosa – the lodgers discussed their concerns about the potential for growth during the meeting on Monday
3. Currently, we are working with Gateway to find a solution that our lodgers will want to participate in

iv. Travel Writers

1. Significant increase in media writers
2. Committee decided to create criteria for writers to qualify for “Free” visits

d. Events – Daniel

- i. Chimney Rock was approved for \$1000 after a special meeting
      - ii. Chamber Summer Concert Series will now be handled by the Springs, TTC events subcommittee approved the funds for Chamber; events subcommittee will meet to discuss how to handle such changes in future
    - e. Visitors Center report – Mary Jo (presented by Patricia Shoffner) – fulfillment requests in January were up 191%; visitor center numbers were down slightly in January, although fewer diplomats were staffed in January
    - f. Special Projects – Jim Smith
      - i. Jim Smith, Norm Vance and David Mitchem met today and discussed possibilities on Reservoir Hill – add ski lift and other features
        - 1. Everything takes money, but getting conversations started
        - 2. Goal is to keep people downtown longer
      - ii. Bob Hart mentioned the F18 that came through Pagosa last week as a preview of the 2011 Air Show; Bob estimates 300+ people were in attendance when it took off
    - g. Lodging Occupancy Reports – Daniel Gonzales
      - i. Daniel Gonzales needs to review data
      - ii. Daniel Gonzales provided article showing other resort towns realizing that vacation rentals are slipping through the cracks and not paying lodgers tax
    - h. Capital Projects – Jon Johnson – Signage and Wayfinding
      - i. Work Session planned for Friday, Feb 19<sup>th</sup> from 11am-1pm at the Springs Resort
      - ii. James Dickhoff will co-lead town effort; Clifford to lead efforts for County; committee is moving along very well
      - iii. As a side note, Jon Johnson mentioned that the Rail Jam was hugely successful; Keely Whittington mentioned that the goal is to have huge party at the Springs for WinterFest moving forward
- 8. Old Business
  - a. None
- 9. New Business

- a. Discussion of Special Meeting Locations
  - i. Bill Hudson has expressed concerns with having special meetings at the Springs Resort; Bob felt it was fine and there was no conflict
  - ii. Pam feels it was extremely gracious for the Springs resort
  - iii. Keely is open to changing locations, but doesn't see the need for and believes subcommittee chairs should be able to make the meetings convenient for them
  - iv. The group agreed there was no conflict
- b. Public Comment
  - i. Jeff Bouwer was introduced as the new president of the Lodging Association; he owns Floyd & Stellas in downtown, a vacation rental
    - 1. Jeff mentioned that he was reviewing Gateway on behalf of the lodging association and wants a solution for all lodgers
  - ii. Open at-large seat – deadline for letters of interest is March 5<sup>th</sup> – please encourage others to submit letters of interest.
- c. Any other new business to come before the Committee
  - i. none

10. Adjournment – Jim Smith motioned to adjourn the meeting, Daniel Gonzales seconded, all approved