

Minutes

TTC Meeting

May 19, 2009

4:00 PM – Community Center

Voting members in attendance: Bob Hart, Morgan Murri, Jon Johnson, Dan Rosenblatt, Janis Moomaw, Pam Schoemig, Jim Smith, Suellen Loher, John Harper, Angel Preuit

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

Absent: Daniel Gonzales (excused)

1. Call to Order
2. Determination Of Quorum (6)
3. Approval of April Minutes –Jim motioned and Morgan seconded; all approved
4. Chair Report – Bob
5. TTC Coordinator Report
 - a. Central Reservations – Kory – Gateway
 - i. Radine Coopersmith with Oakridge spoke to the group, as a lodger. She has questions and concerns, and spoke to Kory:
 1. Booking engines are predominant online; her preference is World Wide Web Engine (?) – offers same - packages, rooms, etc., but each booking only costs \$1
 - a. Kory responded; Booking engine provided in addition to listings that have always been on the www.visitpagosasprings.com
 - ii. Jim pointed out that the 15% seems to be the issue; Radine is concerned that properties that sign up, not paying town lodging tax, will benefit and the town will lose tax revenue as a result.
 - iii. David asked about other communities – and whether they link to Gateway from their tourism sites; Kory explained that currently, Durango and Glenwood Springs link directly to Gateway from their tourism sites.
 - iv. Jim asked to question another lodger on their feelings; Angel spoke on behalf of the Spa Motel that they are in full support and think it will benefit the community as a whole , as well as their business in particular

- v. Bob pointed out that no one had to put all of their rooms on the town central reservation system – they could still utilize another booking agent
 - vi. Pam stated that 9 members of the lodging association have joined; 20 members total
 - vii. Morgan suggested the lodging association vote; Pam said that there has not been a vote, they were trying to start somewhere
 - viii. Radine pointed out the TTC is a quasi-governmental organization and we should not favor one business; supports all of the goals of the system, just doesn't feel the TTC should promote one business over another
 - ix. Kory mentioned the services are much more comprehensive than just a call center - marketing research, online booking, knowledgeable staff, tracking
 - x. Jim asked David Mitchem if he saw a conflict from the Town 's perspective; Jim will ask the Town Attorney, but he doesn't feel like it is
 - xi. Pam mentioned that no lodger has objected to system, but not all lodgers have decided to join – because it doesn't work for every business
 - xii. Terri House asked Mark with the Springs about his comments and reservations – he is concerned that the visitors center will direct people inquiring about hot springs to Gateway, but they will most likely participate in packages with the system
 - xiii. Bill Hudson suggested that the TTC was stepping over the line from its goal and mission to promote tourism to Pagosa by promoting only certain businesses through the system
 - xiv. A motion was presented to decide if the TTC should move forward with Gateway, in light of everything discussed today, and given, if so, David Mitchem would work with the Town Attorney to determine any issues with such a system–Jim motioned, Angel seconded; 8 voted to approve, 2 abstained from the vote and no voted in opposition.
 - xv. David will ask if it is legal to this central reservation to live on the TTC website, even though not all properties that pay lodging taxes will decide to participate
- b. Press Kit – Jennie asked for volunteers to begin developing the press kit - Mary Jo and Dan volunteered. Jennie will schedule a meeting next week to begin pulling pieces together.
- c. Website Changes – please review www.visitpagosasprings.com and send any feedback to Jennie; header images are the same size, content is being broken out,

navigation has been modified slightly; visitor guide being promoted, content overall has been updated, etc. Still areas in progress not live.

- d. August Event – Jennie to send out an email with specifics for the proposed event and solicit volunteers with specific tasks; the TTC will move forward with an event if there's enough support
 - e. The Springs Theatre Company – they were not able to attend; move to next month – they would like to introduce themselves to the TTC
6. Local Collaboration/ Local PR – (Morgan Murri) – Morgan jumped moved up on the agenda, since he has to leave at 5:15pm. Morgan received quite a bit of feedback – some negative. Process allowing people to provide feedback. A meeting will be scheduled in the future, once schedules clear and enough comments are submitted.
7. Treasurers Report – Dan
- a. Monthly Town Lodging Receipts report – today is the 19th; taxes for April are due on May 20th –we will have a better idea next month
 - i. Bob mentioned that sales taxes in March was flat, while Lodging taxes were down 4.2%
 - b. Current finances – we are managing cash flow
8. Subcommittee Reports
- a. Budget – (Dan) – we're on budget; we'll begin working on 2010 budget in September; meetings will be announced through normal public procedures
 - b. Fulfillment Package – (Jim) – Winter “Official Visitors Guide” – met last week to discuss Summer guide and move forward on the Winter Guide
 - i. David mentioned he gave a copy to a guy who helped run Vail's visitor center; he said it was better than Vail's guide; Dan also expressed similar expression after obtaining Santa Fe Guide today
 - c. External Marketing/PR- (Dan Rosenblatt) – Dan is working on Stamps; may need to table until 2010 budget; Need to consider billboards, Dallas would be a big market; he's been courting an RV group headed here in Sept.; Jennie addressed some items during coordinator report – please review above
 - d. Website – (Jennie) – Covered during coordinator report – please review above
 - e. Events – (Janis) – no meeting held in May; next meeting June
 - f. Visitors Center report – (Mary Jo)

