



Agenda

Pagosa Springs Town Tourism Committee

Tuesday, December 15, 2009

Community Center

4:00pm – 6:00pm

Meeting called by: Bob Hart

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

Absent: Jon Johnson (excused), Dan Rosenblatt, Janis Moomaw

Non Voting Attendees; Jennifer Green, David Mitchem, Mary Jo Coulehan, Bill McKown

Please review: November Minutes, Any committee reports that you receive; Daniel motioned; Jim seconded; all approved

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 – November
 4. Chair Report – Bob
 - a. Jennie’s contract expires December 31st, 2009; TTC needs to determine next steps

- b. Daniel motions to approve to extend the contract with the same hourly rate and increase in hours allotted , Jim seconded, all approved
- 5. TTC Coordinator Report – Jennie
 - a. Four Corners Broadcasting Opportunity
 - i. 2 nights - call for availability
 - b. Military Writer end of February
 - c. Schedule Marketing Subcommittee Meeting
 - i. Monday at 10am River Pointe
- 6. Treasurers Report – Dan
 - a. Monthly Town Lodging Receipts report (October)
 - i. Lodgers Tax collected for October 2009 is currently down 1.4% compared to October of 2008, however, not all payments have been received. Town Hall is actively working to obtain payments and late fees. YTD lodger’s tax collected represents a 7% increase over 2008.
 - b. Current finances – Jennie
 - i. Complete 2009 reconciliation completed, reserves should be around \$33k
- 7. Subcommittee Reports
 - a. Budget – Dan
 - i. Jennie presented amended 2010 Daniel motioned, morgan motioned, all approved
 - ii.
 - b. Fulfillment Package – Jim
 - i. Jim spoke with Terri one on one to try to negotiate the deal; Jim has reviewed the Sun’s response and feels they are offering a fair deal to the TTC
 - ii. Last year, TTC approached Sun about printing additional copies of the summer guide; our money went to print 6 pages of editorial content, lodging / dining guides, TTC advertising, map sections
 - iii. Keely reviewed amount spent in 2009 versus what the TTC received

- iv. Disadvantage of not renewing is that the Sun will still print their guide, which would dilute the advertising for both guides, reducing the quality of each
- v. Keely asked if the TTC would have its name on the Visitor Guide; to help show the community how the guide is supported
- vi. Jim believes we are simply buying the guides and getting a lot of key information in the guide as a result
- vii. Larry asked if they wouldn't include the maps and directories anyway; Jim felt the Sun would only list those that were advertisers
- viii. David addressed the TTC Board and informed the TTC they have 2 options, (1) Sole Source and (2) RFP; David instructed the Board that Sole Source would need to be voted on
- ix. Bill Hudson spoke and believes there are other options and entities that can produce the guide; he has created a team to develop a visitor guide; he also spoke about advertising and whether or not the advertisers are getting a good deal locally; Bill strongly suggested we consider opening the process to bid; Bill feels his team could produce something of equal or greater quality
- x. Bob mentioned that the guide the Sun produced was top notch and he's afraid the quality will not be matched in such a short period of time
- xi. Keely acknowledged that creating a competing guide would not be benefit the tourists in Pagosa; however concerned about cost to TTC; she doesn't feel they have to go to print yet, and the TTC can negotiate a better deal
- xii. Bob asked Bill about timing; Bill felt he had adequate guide; Bob suggested postponing the RFP for Summer and having an RFP process for the winter guide allows us ore time
- xiii. Speaking to Bill, Morgan explained that he lacks confidence in a team pulled together so quickly; Morgan asked Bill to show the TTC examples of previous guides produced
- xiv. Angel also expressed concern about multiple visitor guides
- xv. Jim admitted that we could produce a guide with no advertising, however it has been agreed in the past
- xvi. Larry stressed he would prefer an RFP, however suggested having an RFP for the Winter guide well in advance so there is not competing guides
- xvii. Keely doesn't want to switch – the publication is great, but still feels the TTC could get a better deal

- xviii. Mary Jo agrees with Larry, but is also really concerned about 2 publications
- xix. Jim asked Bill for proof that he could produce a guide; this guide is too important to this town to sacrifice quality
- xx. Bill suggested that the TTC retains editing control if there are concerns over the topics
- xxi. The factors are time, taking a chance on a lesser quality guide and overall qualifications and past experience of the firm selected
- xxii. Bob again suggested going with the Sole Source now and issuing an RFP for the Winter guide
- xxiii. Daniel made a motion to move forward with a sole source option for the summer guide and issue an RFP for the 2010 Winter Guide to be distributed in early January, with the goal to approve vendor in the March TTC Board Meeting; Pam seconded; Bob opened discussion
 - 1. Larry wants to make sure potential advertisers understand there may be a competing interest for the next winter guide
 - 2. Bill said he will file a grievance with the town if Town Council votes to approve the Sole Source purchase
 - 3. 7 voted in favor; no opposed; one abstained
- c. External Marketing/PR- Jennie
 - i. Meeting scheduled for Monday at 10am
- d. Website- Jennie
 - i. Website RFP discussion
 - 1. Keely moves to issues an RFP for the website upgrades; Angel seconded; all approved
- e. Events – Janis – no update
- f. Visitors Center report – Mary Jo
 - i. YTD visitor center traffic up; Fulfillments are up 145%
 - ii. Visitor Center Contract is up for renewal at the end of December; the TTC is recommending extending the current contract until March 31st, and look to have the ongoing renewal
- g. Out of the Box Brainstorming – Jim Smith

- i. Snowman building contest for locals to highlight the personality of Pagosa through our snowmen
 - ii. Video Contest re-launch next week – to expire April 15th; Jennie to update website, pass out flyers around town
 - h. Lodging Occupancy Reports – Daniel
 - i. There are 16 properties not reporting occupancy that the subcommittee would like to see their data – currently only getting data from town properties that volunteer the info
 - ii. They asked for help getting County properties to participate; Jim suggested dangle a carrot to entice them to participate
 - i. Lodging tax audit – Daniel –
 - j. Local Collaboration/ Local PR - Morgan Murri
 - i. Jennie to send out latest State of Tourism to local media on Wed 12/16
 - k. Capital Projects – Jon Johnson – Signage and Wayfinding
 - i. Jon is doing a great job moving this forward
 - l. Viral Marketing – Jennie
 - i. To be incorporated
 - m. Trade Shows - Keely
- 8. Old Business
 - a. Renewal of Visitor Center Contract with Chamber of Commerce
- 9. New Business
 - a. Economic Development supplement to Visitors Guide
 - i. There is an effort to develop a supplemental piece to promote relocating businesses to Pagosa; based on Simon Walls' recent study
 - ii. Jim mentioned an issue with poly bagging
 - iii. Mary Jo mentioned that the Chamber has discussed this issue and they've not been able to determine which businesses would advertise in which piece – if bundled together

- iv. Morgan moves to support the development of a supplemental piece; Daniel seconded; all approved
 - 1. Jim asked if we can encourage the AEDA to buy pages versus a supplemental piece
- b. Public Comment
- c. Any other new business to come before the Committee
 - i. Keely brought up the pass closures as an issue; historically, pass closures are increasing
 - ii. Keely thinks county, town, TTC and others should be putting pressure on CDOT
 - iii. Jennie pointed out that CDOT is scheduled to close tomorrow from 10-2pm on Local Appreciation Day
- d. Status and collaboration with CTC
 - i. Karen Kohake recently mentioned the CTC will be changing soon; CTC will be asking for new applications and restart the CTC
- e. Bob reviewed terms –Terms for Janis, Daniel, and Bob terms are all up
 - i. Bob and Daniel plan to renew their terms
 - ii. Jim nominates Bob and Dan, Morgan seconded, all approved
- f. Pam mentioned Gateway and suggested that the TTC do more to build Gateway
 - i. Bob thought Kory should get out an sell
 - ii. Keely has suggested ways for Kory to improve their product; Keely has many suggestions to improve the business model and feels all properties should be equally represented on any Central Reservations System; the current system is excluding 80% lodgers because of the system
 - iii. Keely absolutely believes the town needs a central reservations system

10. Adjournment

- a. Morgan moves, Pam seconded, all approved