

DRAFT



Minutes

Pagosa Springs Town Tourism Committee

Tuesday, August 12th, 2014

Ross Aragon Community Center

4 pm

Meeting called by: Bob Kudelski

Attendees: Voting Members;, Chirag Patel, Bob Kudelski, Stephen Durham, Carla Shaw, Matthew Boyle, Steve McKain, Matt Sprowls, Larry Fisher

Absences: Nick Tallent, Jim Smith

Non Voting Attendees; Jennifer Green, Greg Schulte

Please review: June Meeting Minutes, Subcommittee Minutes

Please bring: Agenda, Committee reports

1. Call to Order
 - a. Meeting was called to order at 4:05pm
2. Determination Of Quorum (6)
3. Approval of Minutes – July
 - a. Steve motioned to approve July minutes, Carla Shaw seconded, all approved
4. Chair Report – Bob Kudelski
 - a. Open at large seats (1)
 - i. Letter of Interest from Criselda Jay Montoya
 1. Criselda is the Marketing Manager with Wyndham; moved to Pagosa from Texas in Feb 2013

2. Interested in joining TTC to bring support from Wyndham and loves Pagosa; very interested in marketing and events, especially trying to find ways to improve tourism during off season
 3. Matt Sprowls motioned to recommend Criselda Montoya for the open at large seat, CK seconded, all approved.
 4. Jennie will present recommendation to Town Council during their mid month August meeting on Aug 21st
5. Treasurers Report – Carla Shaw
 - a. Monthly Town Lodging Receipts report – Update
 - i. June 2014 lodgers tax was up 17.14% over June 2013; year to date, tax collections are up 19.57% over 2013, or an increase of \$36,613.56.
 - b. Current finances
 - i. Bills being paid
6. Subcommittee Reports
 - a. Budget – Carla Shaw
 - i. 2015 Preliminary Budget
 1. Jennie explained that a preliminary budget was developed, based on a request from Greg Schulte; the next step is to begin budget discussions
 2. CK Patel suggested a budget retreat versus subcommittee meetings; group agreed
 - ii. Budget retreat scheduled for September 9th beginning at 11am, in lieu of September TTC Board meeting
 - b. Fulfillment – Jim Smith
 - i. No update
 - c. Marketing – Chirag Patel
 - i. CSG Communications, new PR agency, provided plan for Fall promotion

1. #Fallforpagosa social media and selfie / scavenger hunt promotion to be launched in next few weeks to conclude at the end of November
 - ii. Big recent media success as a direct result of hosting CTO Japanese FAM; writer was rerouted through Pagosa as a result and will be featured in the 2015 edition of a very popular Japanese travel guide book
 - iii. Updated Hiking / Driving brochure and new Reservoir Hill brochures have been developed – large quantities to be printed for distribution through visitor center and area businesses; a new heritage brochure is being started
 - iv. New reusable grocery tote bags are being ordered to be able to provide to area event organizers; water bottles are being ordered for distribution through visitor center and pens are being considered for Reservoir Hill trailhead to make disc golf scorecard on new brochure more usable to those that likely do not have a writing utensil; all items will have logo and website address for continued branding
- d. Events & Events Infrastructure – Larry Fisher
- i. 2015 Funding Application Process
 1. Meeting scheduled for August 26th at 4pm (location TBD) to review event application, discuss modifications for infrastructure requests and develop schedule for 2015 funding review
 - ii. 2015 Cowboy Fast Draw
 1. Jennie reviewed letter received from Shirley Miller, VP of San Juan Shootists resigning from the Fair Board as a result of treatment of the event participants / area visitors by Fair Board members during recent 2014 Cowboy Fast Draw State Championships
 2. TTC Board will assist San Juan Shootists to locate a new location for the 2015 event, as they can no longer work with the County Fair
- e. Special Projects – Jim Smith
- i. No update
- f. Wayfinding and Signage – Steve McKain

- i. Meeting held on July 29th; group prioritized focus to entrance sign landscaping, banners along hot springs blvd, vehicular signs at Piedra Rd
- ii. Draft Reservoir Hill Trailhead Signage was reviewed; group had no additional input on design; Jennie explained that she would be meeting with both Historic Preservation Board and Parks & Rec Commission to seek their input during their respective meetings on August 13th
- ii. Visitor Center Signage was reviewed by the group; Board liked the direction of the new signs
 - 1. Jennie explained that she would be presenting to the Planning Commission to seek a variance to the existing sign code to allow for replacement signage on Visitor Center building; Chamber had been grandfathered into previous sign code – current code restricts street and building signage to 150 sq ft
- iii. Jennie showed a photo taken during a recent trip of a small mountain town (in NC) that had large flower baskets on the many bridges in town; group agreed that flowers on Hot Springs Blvd bridge, the pedestrian bridges and possibly 1st Street bridge would be a nice addition to town in the summer; goal is to locate volunteers to assist in watering and planting
 - 1. Jennie to pull together cost estimates in advance of budget retreat
- g. Visitor Center subcommittee – Carla Shaw
 - i. Building upgrades / budget
 - 1. Jennie provided an update and explained why the TTC Board had not been directly involved; Since Town agreed to purchase the building, the Town / County task force that had handled negotiations has been directly involved with proposed upgrades and enhancements
 - 2. Task force conducted property walk through last month and identified needed repairs and building enhancements
 - 3. All prioritized repairs/ upgrades can be accomplished using approved 2014 visitor center budget, therefore, no need to seek approval of use of reserves to cover expenses

4. Updated 3-year budget shows reduction in visitor center expenses by approximately \$50,000 in 2015, compared to 2013
- ii. Greg Schulte explained discussions between Town Council and County Commissioners on future of lodging tax, potential merger of the two tax funds and potential County support for visitor center operations
 1. Meeting August 13th at 1pm with task force to review the overview of the Visitor Information Program, updated 3 year budget and review options for collaboration between Town and County; Task Force will present their findings during upcoming Town / County joint work session
 2. Jennie will provide an update to the TTC Board once an update is available

7. TTC Director Report – Jennie Green

- a. No additional update from what had been reviewed during subcommittee reports

8. Old Business

- i. Recreational marijuana businesses – visitor center / website listings
 1. Group discussed having brochures at visitor center; no issues were discussed
 - a. Bob Kudelski motioned to allow retail marijuana brochures at Visitor Center, Stephen Durham seconded, 6 voted in in favor, 2 opposed
 2. Group discussed business listings on website; various motions were suggested, but failed due to lack of second
 - a. Group discussed liquor stores being listed on website; Jennie explained that liquor stores were not on the tourism website, breweries were; also noted that no liquor store had requested to be added; discussions continued

3. Larry motioned to table a decision on website listings until a business requested to be listed, Bob Kudelski seconded, all approved

9. New Business

- a. Shuttle service – Wolf Creek, downtown
 - i. Jennie explained that John Egan, Mountain Express, met with her and CK recently to discuss the possibility of tourism shuttles – a summer downtown shuttle and a winter shuttle to Wolf Creek; John wanted to discuss the possibility to see if it seemed of interest
 1. TTC Board was immediately interested and began asking questions about how it could operate
 2. Group determined it was best to invite Mr. Egan to attend the budget retreat to discuss the idea in greater detail; Jennie will invite John to attend

a. Public Comment

- i. No comment

b. Any other new business to come before the Committee

- i. None

10. Adjournment

- a. At 6:23pm, Larry Fisher motioned to adjourn, CK seconded, all approved