



# Minutes

## Pagosa Springs Town Tourism Committee

Tuesday, February 11th, 2014

Ross Aragon Community Center

4 pm

Meeting called by: Bob Kudelski

Attendees: Voting Members; Jon Johnson, Chirag Patel, Jim Smith, Bob Kudelski, Stephen Durham, Carla Shaw, Valerie Green

Absenses: Danny Rocca, Larry Fisher

Non Voting Attendees; Jennifer Green, Mary Jo Coulehan, David Mitchem, JaNae Christians

Please review: January Meeting Minutes

Please bring: Agenda, Committee reports

1. Call to Order
2. Determination Of Quorum (5)
3. Approval of Minutes – January
  - a. Jon Johnson motioned to approve the January minutes, CK Patel seconded, all approved
1. Chair Report – Bob Kudelski
  - a. Open at large seat
    - i. Jennie introduced Matthew Boyle, owner of Sky View Motel as one applicant for the open at large seat; deadline for letters of interest is Wed, Feb 12th; interviews will be held if additional letters of interest are received
  - a. Open Chamber Seat

- i. Nick Tallent has been nominated by Chamber for open Chamber Seat

5. Treasurers Report – Carla Shaw

a. Monthly Town Lodging Receipts report – Update

- i. 2013 was a strong year for lodgers tax, representing a 6.72% increase over 2012; December was the strongest December in town collection history

1. Expectations for January are low due to low snow

a. Current finances – bills being paid

6. Subcommittee Reports

a. Budget – Carla Shaw

- i. No update

a. Fulfillment – Jim Smith

- i. No update

b. Marketing – Chirag Patel

- i. Jennie Green showed the group a winter ad for the mailing labels sent with the Colorado Official State Vacation Guide in Oct, Nov and Dec; summer ad in production for April mailing label sponsorship – all COSVGs mailed in April will have summer Pagosa ad introducing “Discover Colorado’s Secret”
- ii. Pandora ads ran in Dallas and Chicago markets in January – click through rates were in excess of 1.25%, an extremely strong response rate
- iii. eNewsletter went out as soon as it snowed again to promote Winterfest and winter in general
- iv. Presentation to Photo Club Wed Feb 12th to ask for assistance with photos on social media

c. Events & Event Infrastructure –Larry Fisher

- i. No update

d. Special Projects – Jim Smith

- i. No update

e. Wayfinding and Signage – Jon Johnson

- i. Jon Johnson exclaimed that Signage was the “best subcommittee in the world”
- ii. Held field trip this afternoon, Tues Feb 11th to prioritize 2014 projects
- iii. Gateway sign cabinets have been ordered; should be installed in next few weeks, hopefully
- iv. Potential 2014 projects: directional signs at Piedra Road (2 year project), new banner locations (uptown, hot springs blvd), trash receptacles in downtown, etc
- v. New work project will be scheduled to refresh stain on existing signage, new landscaping, etc

f. Visitor Center subcommittee – Carla Shaw

- i. Carla indicated she, Jennie and JaNae had a meeting today at lunch to review Visitor Information Program; they discussed advertising opportunities in visitor center, reviewed Durango visitor center, water bottle refill station, co-sponsored water bottles as giveaways, etc
  1. Carla asked group if they could help her determine how many water bottles fill a 30 yard dumpster to help determine how many water bottles could be saved
- i. David Mitchem indicated that members of Town Council and a County Commissioner were meeting on Wed Feb 12th at 9am to discuss options for visitor center location
- ii. Chamber has offered entire building (2600 square feet) at \$1.15 Sq foot, triple net lease; downtown city market location has offered \$1 / SF for 1500 square feet
- iii. Jennie explained that negotiations have been handled by Town Council members and County Commissioners; TTC is awaiting a decision to roll out new program
  1. Jim Smith stated that he is unhappy with the lack of decision thus far

a. Visitor Program Manager – JaNae Christians

- i. Jennie introduced JaNae as the new Visitor Program Manager – her first two days have been training – which will continue for a few weeks

- a. Holiday Subcommittee – Jon Johnson

- i. Jennie provided update that framework was set in 2013; goal in 2014 is to have insert in Thanksgiving week newspaper vs week later; meetings will begin in late summer to begin planning for 2014

7. TTC Director Report – Jennie Green

- a. Updates were provided throughout meeting; Jennie asked if there were any questions
  - i. Bob Kudelski asked when the next trade show was – San Diego, March 29th and 30th – currently Jennie, her free volunteer / husband, Markus, CK Patel and possibly Stephen Durham and his wife, Randi, will be attending

1. Old Business

2. New Business

- a. Public Comment

- i. Mary Jo reminded everyone we have Winterfest this weekend
  - ii. Jim Smith answered Carla’s earlier question of how many water bottles fill container; 4800 16 oz. water bottles per cubic yard, therefore 144,000 water bottles in a 30 cubic yard container.

- a. Any other new business to come before the Committee

10. Adjournment

- a. CK Patel motioned to adjourn, Stephen Durham seconded, all approved, meeting adjourned