



Minutes

Pagosa Springs Town Tourism Committee

Tuesday, January 21st, 2014

Ross Aragon Community Center

4 pm

Meeting called by: Bob Hart

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

Absenses: Larry Fisher (excused)

Non Voting Attendees: Jennifer Green, Mary Jo Coulehan, David Mitchem

Audience: Dan Rosenblatt, Ed Fincher, Mark Day, Alan Goldschneider

Please review: December Meeting Minutes

Please bring: Agenda, Committee reports

1. Call to Order
2. Determination Of Quorum (6)
3. Approval of Minutes – December
 - a. Jon Johnson motioned to approve December minutes, Carla Shaw seconded, all approve
4. Chair Report – Bob Hart
 - a. Bob Hart Resignation – open at large seat
 - i. Jennie will advertise open at large seat; letters of interest will be due Fri, Feb 14th

- ii. Bob read a “thank you / resignation” letter to the board – thanking them for their incredible service and efforts and encouraging them to continue their efforts

b. Open Chamber Seat

- i. Chamber will recommend their candidate for Chamber seat following 2014 elections and Feb retreat

c. 2014 Executive Committee Elections

i. Chair

1. Chirag Patel nominated Bob Kudelski, Carla Shaw seconded; all approve
2. Valerie Green nominated Chirag Patel, Jon Johnson seconded, all approve
3. Chirag Patel removed his name from consideration; Bob Kudelski agreed to serve as Chair

ii. Vice Chair

1. Danny Rocca nominated Jon Johnson, Valerie Green seconded
2. Jon Johnson nominated Jim Smith nominated, Valerie Green seconded
3. Bob Kudelski nominated Chirag Patel, Valerie Green seconded
4. Both Jon Johnson and Jim Smith asked to have their names removed from consideration; Chirag Patel agreed to serve

iii. Secretary

1. Chirag Patel nominated Jim Smith , Bob Kudelski seconded, all approved

iv. Treasurer

1. Jon Johnson asked to not be nominated
2. Jim Smith nominated Carla Shaw, Jon Johnson seconded, all approved

v. Jon Johnson motioned to approve Bob Kudelski as Chair, Chirag Patel as Vice-Chair, Jim Smith as Secretary and Carla Shaw as Treasurer. Valerie Green seconded the motion, all approved.

a. Determine 2014 TTC Meeting Schedule (dates, locations and times)

i. After discussion, Carla motioned to hold the 2014 TTC meetings on the 2nd Tuesday of each month at 4pm at the Community Center, Bob Kudelski seconded, all approved.

5. Treasurers Report

a. Monthly Town Lodging Receipts report – Update

i. October and November both showed strong increases; December numbers are not complete, but with a few payments outstanding, currently, collections are 0.25% above 2012.

ii. Snow is much needed

b. Current finances

6. Subcommittee Reports

a. Budget – Jon Johnson

i. Bills are being paid

b. Fulfillment – Jim Smith

i. No update

c. Marketing – Chirag Patel

i. CK Patel and Jennie Green provided recap of Chicago Travel & Adventure Show

1. Over 21,000 attendees – strong show; great response

2. 250 qualified leads, plus TTC sent email to all registered show attendees

3. Huge thanks to Larry Fisher and Bill Fair for driving booth and visitor guides to Chicago and working booth both days.

ii. Vermilion was selected as design agency for 2014, after reviewing responses to RFP

iii. Pandora NM radio / banner ad ran mid November – mid December – click through rates were 0.86%, or 1800 click

throughs on 400,000 impressions (industry average is .13% – .2%). Ad cost \$2500 – very strong response.

- iv. Colorado.com banner ads performed between .4% – .6% CTR – also significantly above industry averages. Click throughs tapered off the longer the ad ran, therefore, new creative more frequently would likely provide better results

- 1. Overall, results received through 2013 advertising shows the message is resonating, but that we are nowhere near market saturation

- v. Creation of international piece – video and one page overview through partnership / co-op with Colorado Tourism Office and Brand USA (our Country’s marketing arm for tourism); Pieces will be translated into 7 different languages, promoted across www.brandusa.com platforms and available to TTC for use on www.visitpagosasprings.com – video will be shot next Thursday, Jan 30th

d. Events & Events Infrastructure –Larry Fisher

- i. Creede Repertory Theatre ad is being designed; Jennie working with PSCA for photos and logo and coordinating creation of ad with Vermilion

e. Special Projects – Jim Smith

- i. No update

f. Wayfinding and Signage – Jon Johnson

- i. Awaiting color samples for new Gateway signs
- ii. Field trip scheduled for Mon, Jan 27th at 10am; meet at Jim Smith Realty to review 2014 priorities

g. Visitor Center subcommittee – Carla Shaw

a. Visitor Program Manager

- i. JaNae Christians was hired as the new Visitor Program Manager; her first day will be February 10th – a visitor center subcommittee meeting will be scheduled the week of Feb 17th

- b. Jim Smith asked if the Chamber would run their own visitor center; Mary Jo indicated that they would not be operating a separate visitor center and they do not want to have a 2nd visitor center – they will

however likely continue to hand out brochures / materials for their members

- i. Jennie Green indicated most, if not all lodging properties, do the same

h. Holiday Subcommittee – Jon Johnson

i. Jennie reviewed the Holiday Palooza efforts

1. Handout was very well received and now that it has been created it will be much easier to update in future
2. Enhanced lights throughout downtown were very well received
3. Jennie thanked the Cassio Group for their patience and assistance and the Sun for the brilliant idea to print insert on newsprint
4. Mary Jo indicated everything needed to be completed earlier in future – materials by Thanksgiving; also conceded we accomplished what we could in the timeframe in our 1st year of efforts
5. Future efforts need to be led by volunteers where possible – an enhanced season holiday benefits the entire community

7. TTC Director Report – Jennie Green

- a. Jennie asked group if they had any additional questions, based on all of the areas discussed during meeting

8. Old Business

- a. None

9. New Business

a. Public Comment

b. Any other new business to come before the Committee

- i. Jon Johnson thanked Bob Hart for being a mentor, leader and incredible individual; Jon will personally miss Bob on the TTC and his input; board nodded in agreement
- ii. Dan Rosenblatt, former TTC Board member and audience member, spoke up to thank Bob Hart for his tremendous

service to the community, recalling his time on the Board when Bob readily volunteered his snowmobiles, townhouses, time or anything else that was needed to accomplish the task at hand.

iii. Meeting ended with applause for Bob Hart

10. Adjournment

- a. Jon Johnson motioned to adjourn the meeting, Carla Shaw seconded, all approved