



Minutes

Pagosa Springs Town Tourism Committee

Tuesday, August 16th, 2011

Ross Aragon Community Center

4 pm

Meeting called by: Bob Hart

Attendees: Voting Members; Doris Green, Larry Fisher, Bob Hart, Jim Smith, Chirag Patel, Valerie Green, Morgan Murri

Absent: Jon Johnson, Daniel Gonzales, Madeline Lyon, Thad McKain

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

Please review: July Meeting Minutes, any committee reports that you receive

Please bring: Agenda, Committee reports

1. Call to Order
2. Determination Of Quorum (6)
3. Approval of Minutes -July
 - a. Doris Green motioned to approve July's meeting minutes, Morgan Murri seconded, all approved
4. Chair Report - Bob
 - a. Bob welcomed guests
 - i. Jon Johnson invited new resident to get involved, she attended; works with American Express Business
5. Treasurers Report - Jon Johnson
 - a. Monthly Town Lodging Receipts report - January -June collections

- i. Update on June lodgers tax
 - 1. June was down, however, likely the result of bike events in June 2010; total room nights was down approximately 500 rooms over 2010 (assuming avg. rate of \$100 / night) – therefore 2011 was rather strong compared to previous June’s.
 - b. Current finances – review ledger
 - i. Ledger was sent out with Board packet; all expenditures are within approved budget
- 6. Subcommittee Reports
 - a. Budget – Jon Johnson
 - i. Update provided by Jennie Green
 - ii. Update from budget work session
 - 1. Budget subcommittee met at 2:30 this afternoon and began discussing allocations for 2012 budget
 - 2. Next meeting is scheduled for Aug 30th at 9am at Pagosa Lodge; subcommittees will meet in meantime to discuss their specific budget requirements
 - b. Fulfillment Package – Jim Smith
 - i. Jim McQuiggin suggested holding another vote, since the last meeting was called as a subcommittee meeting, even though 9 of 11 board members attended
 - ii. Jim Smith moved to approve the Sun’s proposal providing 35,000 copies of the Official Visitor Guide at no cost to the TTC, Doris Green seconded, all approved
 - c. Marketing, website, trade shows – Daniel Gonzales
 - i. Update provided by Jennie Green
 - ii. Meeting scheduled for Wed Aug 24th at 10am at Pagosa Lodge to discuss 2012 plans
 - d. central reservations- Valerie Green
 - i. Lodging Association is holding discussions with a few companies; currently negotiating what is needed

- e. Events – Daniel Gonzales
 - i. Update provided by Jennie Green
 - ii. 2012 funding application due Sept 9th
 - iii. Mary Jo asked for 5 minutes during the mktg meetings to help organizers promote events locally
- f. Visitors Center report – Mary Jo Coulehan
 - i. Fulfillment requests were down; Visitor center traffic up; TX, CO, NM continue to be strong
 - ii. Family & friends, camping / RVs led categories of where visitors were staying
- g. Special Projects – Jim Smith
 - i. No updates
- h. Lodging Occupancy Reports – Daniel Gonzales
 - i. No update
- i. Capital Projects – Jon Johnson – Signage and Wayfinding
 - i. Update provided by Jennie Green
 - ii. Westside Vehicular Directional Sign update
 - 1. Question asked about visitor center arrow; concerns mentioned about not including west side visitor center; group wants to reconvene and discuss further, not happy with placement of visitor center and lack of inclusion of west side plans
 - 2. David provided an update on area capital improvements – restrooms being build in Yamaguchi, skate park construction underway, and additionally road improvements have been made to the Reservoir Hill road
- j. Reservoir Hill Task Force – Thad McKain, Larry Fisher
 - i. Update on Business Plan
 - 1. Drove up Reservoir Hill last week and walked the area for recreational amenities
 - a. Group noted the noise factor from the road below

2. Business Plan is in process; getting very close – draft in the next week
 3. Numbers are very encouraging and look extremely positive
 4. Bob Hart asked about radio towers and how obvious those were, how many people notice they are there; pointed out that recreational amenities would have a similar impact visually, if not significantly less
 5. Jim McQuiggin mentioned renewable energy and available federal grants; Bob Hart suggested the task force would look into possibilities for inclusion in business plan
- k. Visitor Center subcommittee –Morgan Murri
 - i. West side location is progressing; TTC needs to consider amounts funded for future visitor center; meeting tomorrow to discuss funding options
 - ii. Mary Jo has expressed concerns about the mix of private and public
 - l. Grant Subcommittee – Morgan Murri
 - m. Ambassador Program
 - n. Pagosa Christmas Celebration
7. TTC Director Report – Jennie
- a. Social media efforts continue to grow – facebook fans should exceed 3000 any day now
 - b. PR efforts are paying off – 8 media visits scheduled in next month
 - c. Questioned were asked about Trip Advisor, Groupon and other online outlets
 - i. Jennie explained that Trip advisor was pursued through interaction on the forum, as new advertising costs from TA were priced beyond available Pagosa budget
 - ii. Groupon hasn't proven effective in small markets, besides, TTC is not a member-based organization – a coupon type solution may work better for the Chamber; also Groupon announced this week that it was not profitable, and the secondary market reselling coupons was growing significantly
8. Old Business
9. New Business

- a. Public Comment
- b. Any other new business to come before the Committee
 - i. Rural Entrepreneurial Conference is coming soon, to be held Oct 7th – 8th – registration went live last week
 - ii. Colorado Geothermal Working Group will be arriving the day before the Conference; many groups attending, lots of positive exposure for Pagosa – Oct 6th; possible health conference would be Oct 5th

10. Adjournment

- a. Jim Smith motioned to adjourn at 4:58pm, Morgan Murri seconded, all approved