



Minutes

Pagosa Springs Town Tourism Committee

Wednesday, June 22nd, 2011

Town Hall; Council Chambers

4 pm

Meeting called by: Bob Hart

Attendees: Voting Members; Daniel Gonzales, Doris Green, Larry Fisher, Bob Hart, Jon Johnson, Thad McKain, Jim Smith, Chirag Patel, Valerie Green, Madeline Lyon

Absent: Morgan Murri

Non Voting Attendees; Jennifer Green

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

Please bring: Agenda, Committee reports

1. Call to Order
 - a. Meeting called to order at 4:00 pm
2. Determination Of Quorum (6)
3. Approval of Minutes –May
 - a. Jim Smith motioned to approve May meeting minutes, Daniel Gonzales seconded, all approved
4. Chair Report – Bob Hart
 - a. No update
5. Treasurers Report – Jon Johnson
 - a. Monthly Town Lodging Receipts report – January –April collections

- i. Jennie provided an update that April 2011 was the strongest April in history, with monthly collections exceeding \$16,000; additionally, during the first 4 months of 2011, collections exceeded \$100,000, also the first in town collection history.

- b. Current finances – review ledger

6. Subcommittee Reports

- a. Budget – Jon Johnson

- i. We are working well within 2011 budget; bills are being paid

- b. Fulfillment Package – Jim Smith

- i. 2012 Fulfillment Piece

1. Bob provided an update following the meeting on Monday; he stopped by the Post Office and had sample guides / other community publications weighed for 1st class mailing
 - a. a smaller guide could be mailed first class at approximately \$1.28 each arriving at the destination in 2-4 days vs. 3-4 weeks through bulk mail
 - b. Jennie Green indicated that in 2010, the TTC paid \$1.10 per piece for bulk mail; currently, we are paying \$0.78 per piece

- ii. Update from executive session CRS Section 24-6-402(4) (e)

1. Reviewed contracts with Cassio Group; determined overall project was on track
2. TTC determined to ask staff to investigate producing interactive DVDs in house, rather than purchasing equipment to handle larger quantities as the group did not feel we would need significant numbers of DVDs

- c. Marketing, website, trade shows – Daniel Gonzales

- i. Albuquerque Billboard – currently 4th of July, Golden Retriever Roundup, Cruise a Thong and Renaissance Festival in rotation
- ii. Facebook – overall, Pagosa’s facebook fan page is growing in fans and participation – each item posted receives more interest; oftentimes, photos will exceed 50 likes
 1. Currently over 2490 fans, gaining 5-10 daily

- iii. Press Relations
 - 1. Two press releases have gone out during the last month
- d. central reservations- Valerie Green
 - i. Lodgers had widget developed to attract activities; lodgers looking into options to serve all of the Pagosa Springs lodging community
 - 1. Jim Smith suggested this service be handled by lodgers and not TTC in future
 - 2. Jennie mentioned that the TTC needs were for a widget that had all properties represented with activities
 - ii. Jim Smith motioned that the TTC not renew the contract with Gateway in 2012 in order to find a solution that better works for the community as a whole; Chirag Patel seconded; all approved
- e. Events – Daniel Gonzales
 - i. Meeting scheduled July 18th at 11am to review 2012 application, guidelines, etc.
 - ii. Jennie suggested holding the marketing meetings for 2012 in advance of application deadlines to help event organizers understand all of the various things the TTC was doing to promote each event, so that their marketing plans can extend upon TTC marketing efforts
- f. Visitors Center report – Mary Jo Coulehan
 - i. Fulfillment requests were up in May, but visitors were down at the visitor center
 - ii. Jennie indicated June requests would likely be down, partially as a result of Colorado.com working through issues with bots / spammers which has reduced leads by 75% or more recently; Weaver Group has offered “make up” advertising through site banner ads on Colorado.com or e-newsletter sponsorships – Jennie is investigating redemption offers and best program
- g. Special Projects – Jim Smith
 - i. No Update
- h. Lodging Occupancy Reports – Daniel Gonzales
 - i. No Update
- i. Capital Projects – Jon Johnson – Signage and Wayfinding

- i. Jon Johnson indicated that the subcommittee was currently waiting on final designs for the new banners; however the group has progressed in determining colors and banner content
- ii. New vehicular directional sign on the west side of town is underway
 - 1. survey completed; architectural renderings underway and RFP is published
- iii. Bob mentioned new billboard on Hwy 84; looks great, but the initial design is a little busy for the billboard sign
 - 1. Jennie mentioned printing was around \$200 for the 8' x 16' billboard, so it can be replaced fairly easily
- j. Reservoir Hill Task Force – Thad McKain, Larry Fisher
 - i. RTA Grant update –
 - 1. Thad McKain provided update based on June Park & Rec meeting
 - a. great meeting with Parks & Rec Commission ; they expressed willingness to provide a letter of support for the RTA Grant and proposed Reservoir Hill infrastructure and recreational enhancements
 - 2. Larry Fisher provided update on investigations into Alpine Slides / Coasters
 - a. Expecting package from one of two vendors soon
 - b. Additional discussion regarding vertical height requirements and existing chairlift options; additional consultation will be needed once specifics arrive
- k. Other Capital Improvements - Fish Stocking Update
 - i. Lots of great publicity – 2 more stockings scheduled
 - ii. Facebook provided extra push – with tourists identifying themselves in photos taken during events, etc
- l. Visitor Center subcommittee –Morgan Murri
 - i. No update
- m. Grant Subcommittee – Morgan Murri

- i. Jennie indicated that we had received an invoice for the Community Grant Writer
 - 1. Jon Johnson suggested that the grant writer justify payment of the existing invoice
 - ii. Overall, the TTC is unsatisfied with the relationship, viewing that thus far in the process (7+ months in), grant writer has not produced anything for TTC
 - iii. Jim Smith moved that the TTC withdraw from Grant Writer partnership and request from Town Council permission to do so, based on lack of support provided; additionally, the TTC would like to seek direction from Town Council as to payment of the existing invoice, of which the TTC does not feel services were received; Daniel Gonzales seconded; all approved
- n. Ambassador Program
- i. Discussion of River Overlook enhancements to draw increased attention and encourage more people driving through to stop in town
 - 1. Jennie explained enhancements would be covered from Ambassador Program budget line item; seeking approval from Town Council tomorrow
 - ii. Bob Hart and the TTC expressed gratitude to Norm Vance for his efforts in launching the Ambassador program and continuing to shape its vision
 - iii. Jon Johnson indicated the group has discussed handing out bumper stickers to tourists, etc
 - 1. Jennie had provided designs to the initial group; group needs to determine how to proceed
 - iv. Jennie indicated the need to attract more ambassadors, especially outside of the volunteers through the Visitor Center as the Diplomats are already volunteering time at the Visitor Center
 - 1. Group determined that we need to solicit more ambassadors through local PR; Jennie will draft article for submission for various area publications
 - v. Discussion followed regarding various program enhancements, such as:
 - 1. business ambassador inclusion, with window stickers
 - 2. various “thank you” freebies for ambassadors from area business either paid though TTC or donated through businesses

