



Minutes

Pagosa Springs Area Tourism Board

Tuesday, December 8th, 2015

Pagosa Springs Visitor Center

4 pm

Meeting called by: CK Patel

Attendees: Voting Members; CK Patel, Steve Wadley, Larry Fisher, Bob Kudelski, Stephen Durham, Nick Tallent, Steve McKain, Matt Sprowls, Jon Johnson

Absences: Criselda Montoya

Non Voting Attendees; Jennifer Green, Greg Schulte

Please review: November Meeting Minutes

Please bring: Agenda, Committee reports

1. Call to Order
2. Determination Of Quorum (6)
3. Approval of Minutes - November
 - a. Nick Tallent motioned to approve November minutes, Steve McKain seconded, all approved
4. Chair Report
 - a. Meeting attendance
 - i. Report with 2015 attendance provided to Board in advance of meeting
 - ii. CK updated group that Bob Kudelski resigned from the Board this week
 - iii. Jennie explained that we are currently at the 9 Board members, per the newly revised bylaws, however, we need to have Lodging Association appoint Matt Sprowls to the lodging seat and Board of Realtors appoint Jon Johnson to their seat

1. Nick Tallent indicated that his term was up on the Chamber Board; Jennie will discuss with Clint Alley to have Nick retain Chamber seat until new Board is elected and new board member appointed

5. Tourism Director Report – Jennie Green

a. New Business Information Kiosks

- i. Group reviewed new “kiosk” concept for area businesses; Concept includes brochure rack filled with Tourism Board produced brochures and TV monitor mounted on wall above rack, featuring videos on loop rotation
- ii. Group discussed how to roll this out to businesses – begin with interested lodging properties, high traffic areas, etc
- iii. Group discussed if businesses would need to pay anything to participate; if Tourism Board funds everything, participation will be limited to what budget allows on an annual basis
- iv. Jennie agreed to pull together a plan to roll concept out to area businesses for the Board to discuss during January meeting

6. Treasurers Report – Stephen Durham

a. Monthly Town Lodging Receipts report – Update

- i. October lodging taxes are up 7.2%, with payments outstanding; year to date
- ii. Charts have been updated to reflect quarterly data since 2012 from the County

7. Subcommittee Reports

a. Budget

- i. 2016 Budget Update
 1. Jennie provided an overview of changes to Tourism Budget; County revenues exceeded budget in 2015, therefore revenues were adjusted in 2015 and 2016; marketing is now at \$350k and infrastructure at \$25k
 2. Budget has been approved by both Town Council and County Commissioners

b. Marketing

- i. Approval of 2016 Marketing Plan and Budget
 1. Jennie provided an overview of the marketing plan, provided to Board multiple times; many Board members were in attendance for recent marketing subcommittee meeting where all details were reviewed

2. Nick Tallent motioned to approve, Matt Sprowls seconded, all approved

c. Events & Events Infrastructure – Larry Fisher

i. Bike rack budget approval (amended)

1. During the November meeting, the Board reviewed the original proposal for bike racks and approved up to \$5k; Stephen Durham located a bike fix it station that could be added, for an additional \$1k, additionally staff has reviewed potential site locations
2. Stephen explained the bike fix it station; it was asked if we would be taking business away from local bike shops
 - a. Stephen explained that those using the station know how to repair their bikes and not the typical client for bike shops
3. Jon Johnson motioned to approve up to \$7k for new bike racks and a fix it station, Steve Wadley seconded, all approved

ii. Approval of Final Reports

1. Chamber of Commerce

- a. Chamber of Commerce provided final report for 2015 events
 - i. Steve McKain motioned to approve, Larry Fisher seconded, all approved

iii. 2016 Event Funding

1. 2016 Recommended Funding Allocations

- a. Pauline Benetti presented to Board, as she was unable to attend the interviews
- b. Current location raising fee from vendors participating in the farmers market; may need to increase vendor fee – currently \$15 per vendor
- c. Steve McKain asked how many vendors
 - i. Pauline indicated between 8–10 vendors each week
- d. Nick Tallent asked how they would get email addresses for survey purposes; Pauline explained in the past they went through market every hour to solicit survey responses; did not feel it would be difficult
- e. Nick Tallent motioned to recommend \$950 in funding in 2016, Stephen Durham seconded, all approved

2. Jennie provided overview of recommended funding allocations, based on event interviews held on Thursday, December 3rd
 - a. Steve Wadley motioned to approve recommended allocations, including Farmers Market at \$950, Nick Tallent seconded, all approved
 - d. Wayfinding and Signage – Steve McKain / Jon Johnson
 - i. 125th Anniversary logo for banners
 1. Jennie to schedule meeting to discuss banners; Jon Johnson asked if James Dickhoff could attend Tuesday morning; Director will work on scheduling with all necessary parties
 - ii. Update on 2015 / 2016 projects
 1. Jon Johnson provided an update on various projects; group recently had a site visit to consider location for Piedra Road signs; looking into easement on east directional side and CDOT right away on Eagle Drive side
 2. Darren Lewis purchased plants from local nursery to be installed at Gateway signs; plants will be available for pick up when we are ready for installation in Spring 2016
 - e. Visitor Center
 - i. Holiday Kick Off Event recap
 1. Jennie provided overview of Santa visit to visitor center the Saturday after Thanksgiving; 313 unique counts for visitor center traffic between 5–7pm; factoring in that some people came in and out while waiting on Santa, we estimate over 200 people attended the event; for example, all of the cookies were gone within first 15 minutes
 2. Group asked if event was advertised / promoted differently in 2015; Jennie explained that this year there was no holiday palooza insert provided to area businesses in advance of Thanksgiving, so if anything less than last year. However, the weekly live music and events is emailed to 70+ email addresses each week and maybe area lodging properties are using it to assist visitors, as we had hoped; plus, we had snow at Thanksgiving this year
 - f. Tax Compliance
 - i. Update
 1. Jennie explained that she was attempting to schedule conference call with county and Erin Neer to discuss paying commission on new remittances; no meeting date has been scheduled
8. Old Business

- a. CDT Gateway Community – application was submitted November 30th; Teresa Martinez will attend December 17th Town Council meeting to sign proclamation; CDT Advisory Committee will join her for dinner following Council meeting

9. New Business

- a. Public Comment
- b. Tourism Board Ideas and Comments

10. Adjournment

- a. Jon Johnson motioned to adjourn, Matt Sprowls seconded, all approved