



Minutes

Pagosa Springs Area Tourism Board

Tuesday, February 9th, 2016

Pagosa Springs Visitor Center

4 pm

Meeting called by: CK Patel

Attendees: Voting Members; CK Patel, Steve Wadley, Larry Fisher, Stephen Durham, Nick Tallent, Steve McKain, Criselda Montoya, Jon Johnson

Absences: Matt Sprowls

Non Voting Attendees; Jennifer Green, Greg Schulte

Please review: January Meeting Minutes

Please bring: Agenda, Committee reports

1. Call to Order
2. Determination Of Quorum (5)
3. Approval of Minutes – January – Jon Johnson motioned to approve, Nick Tallent seconded, all approved
4. Chair Report
 - a. Board positions – CK and Jennie to discuss board position with Matt Sprowls and will determine open seats to review with Board during March meeting; Jon Johnson is now on Chamber of Commerce Board
5. Tourism Director Report – Jennie Green
 - a. DMAI Marketing Innovation Summit
 1. Director attending DMAI conference in NYC Mar 2nd – 4th; received discounted hotel room rate of \$55 / night, making educational event more feasible – great opportunity to stay on top of marketing trends in the industry
 - b. Group Travel Update
 1. After Director attended the NTA show in Atlanta Jan 31 – Feb 3, the the group was provided updates after one year of targeting group travel / tour buses

- a. Tour operators definitely seem familiar with Pagosa after attending last year
- b. 4 Operators that Director met with at NTA 2015 have trips stopping in Pagosa summer / early fall 2016 for a few hours (one overnight):
 - i. Great Canadian Holiday Tours (July FAM visit) is bringing group in mid Sept – overnighiting at Strater in Durango, however, group will be in Pagosa from approximately 11am – 4pm; Director will work with Operator to arrange customized excursions for smaller group to broaden activities available
 - ii. One group through Western Leisure Tours is overnighiting at High Country Lodge in 2016 – specifically interested in dinner restaurant for group

2. Activity Interest:

- a. Hot springs, breweries, Chimney Rock; Center for the Arts and hot air balloons were most appealing:
 - b. Hot Air Balloon trips sparked interest with international audience (especially when summer video played during one on one meetings)
 - c. Center for the Arts for english-speaking groups
 - d. Breweries huge appeal for international audience / domestic operators expect breweries now
 - e. Zero interest in winter with these tour operators – we are too difficult and unpredictable to reach
3. Durango airport is too small for most groups – 40–50 in a group, difficult to get on one flight; large groups will likely generate out of Denver and / or Albuquerque
4. Historic Hot Springs Loop resonated with international tours – multiple Chinese and Scandinavian operators seem very interested and loved the idea of a pre-determined itinerary
5. Director would like to begin scheduling FAM visits with key Tour Operators (for example, Leisure West out of Brighton, CO and Sun Tours out of Albuquerque) as soon as we have additional / refurbished hotel properties ready and we have a chance to identify more restaurant options that can accommodate groups of 30–50 – both have been questioned by operators.

- a. FAM visits would tour 4–5 hotel properties, multiple restaurants and bring guides / outfitters in to review activity options.
- b. 2016 Mountain Travel Symposium– Keystone April 3rd – 9th
 - i. Group travel “speed dating” conference for ski industry / winter audience
 - ii. Board discussed event and merits of testing event out in order to try to bring ski groups / meetings to Pagosa Springs / Wolf Creek during shoulder and winter months
 - iii. Nick Tallent asked if we had it in the budget; Director explained that we could test this event and not participate in IPW with CTO in June (In New Orleans); leveraging Hot Springs Loop partners to promote Pagosa with new Loop – similar price to attend, travel expenses significantly less with MTS, given location
 - iv. Larry Fisher motioned to have Director attend MTS in Keystone, Steve Wadley seconded, all approved

c. 2016 SW Tourism Summit

- 1. Date adjusted to Wed April 13th and Thursday April 14th due to conflicting travel schedules across industry for Mountain Travel Symposium

d. Lodging Charts in 2016 Sun Visitor Guides

- 1. Sun asked if the Tourism Board would be paying to include lodging charts – between summer / winter issues, expense is approximately \$5k
- 2. Steve Wadley motioned to defer to the lodging association, CK Patel will email lodgers for their opinion; Nick Tallent seconded, all approved; Director explained that the Sun needs charts by Feb 19th, so a decision by Lodgers would need be obtained ASAP

6. Treasurers Report – Nick Tallent

a. Monthly Town Lodging Receipts report – Update

- 1. The last 4 months of 2015 were strong, ending the year at 5.3% up over 2014 and close to projected increase
- 2. Greg pointed out to the group that since 2008, lodgers tax has increased by 69%
- 3. December was a strong month, at over 14% above 2014

7. Subcommittee Reports

a. Budget – no update

b. Marketing

i. Folk Festival App promotion

a. \$1000 toward the cost of developing and maintaining the festival app (roughly around \$3500/year including hosting and development), app would have a section from the parent page that is all about Pagosa Springs. Content managed by Tourism Board; It could include a YouTube playlist of your hand-selected videos about Pagosa Springs, a link to web site, lodging info, facebook, Twitter, Instagram, etc! The app is currently ad-free

b. Stephen Durham motioned to approve, Jon Johnson seconded, all approved

ii. Website Vendor

a. Director has made the decision to change website vendors; continuous excuses and lack of commitment to project timelines has resulted in little to no progress on responsive website design in 12 months

b. New RFP drafted and released last week; Director aims to have new vendor in place in early March and new responsive site launched in May 2016; various new marketing programs on hold until website launched

c. Hosting invoice for 2016 has not been received from website vendor, despite requests – Director treading lightly in order to avoid disruption to current site until a new website is available to launch

c. Events & Infrastructure – Larry Fisher

i. Meeting with Parks & Rec Commission 2/9/16 at 5:30pm to discuss Bouldering

ii. Update on climbing / bouldering rocks in town parks

a. Director and Greg Schulte stopped in Buena Vista to see their climbing boulder on a recent trip to Denver for a conference; group review photos

b. Voormi unable to attend 2/9 meeting due to family emergency

c. Greg indicated that visibility of amenity and tourism draw were key factors; Greg wants consensus on what

groups want to achieve during meeting with Parks & Rec Commission

2. Jon Johnson asked to form a subcommittee – Greg indicated that was a goal for the joint meeting

3. Jon also asked about site options and inquired on location along San Juan River southwest of the Springs Resort

a. Larry wants location visible from Hwy 160; group discussed feasibility of such location

d. Wayfinding and Signage – Steve McKain / Jon Johnson

i. Chimney Rock CDOT sign on Hwy 84 – CRIA has requested the Tourism Board fund a new CDOT highway sign at Hwy 84 and Hwy 160 to direct traffic that a National Monument is 21 miles from the intersection

1. Cost of the sign, with labor and materials is \$1300

2. CK Patel asked about placing Vehicular Directional Sign with additional information; group discussed costs and based on Hwy 160/ Hot Springs location, such a sign would cost in excess of \$40,000

3. Group requested Director discuss with CDOT if there would be options to add additional items to sign – for example hot springs, historic downtown, etc

4. Group determined to wait until March meeting to make decision, based on discussions with CDOT on other sign inclusions

ii. Update on various projects – no updates

e. Visitor Center

i. New Information Kiosks

1. Director anticipates placing 10 “kiosks” in 2016, given approved budget; tracking will be in place based on brochure distribution at each location

2. Signage in development; additional business outreach will continue once full “kiosk” available for review

3. Businesses have been very receptive and interested in concept – Chimney Rock will place kiosk and monitor in visitor cabin at site (no cost to CRIA)

f. Tax Compliance

i. Update

8. Old Business

9. New Business

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

10. Adjournment

- a. Larry motioned to adjourn meeting, Stephen Durham seconded, all approved