



Minutes

Pagosa Springs Area Tourism Board

Tuesday, May 10th, 2016

Pagosa Springs Visitor Center

4 pm

Meeting called by: CK Patel

Attendees: Voting Members; Larry Fisher, Nick Tallent, Steve McKain, Criselda Montoya, Jon Johnson

Absences: CK Patel, Steve Wadley, Stephen Durham

Non Voting Attendees; Jennifer Green

Please review: April Meeting Minutes

Please bring: Agenda, Committee reports

1. Call to Order
2. Determination Of Quorum (5)
3. Approval of Minutes - April
 - a. Nick Tallent motioned to approve April meeting minutes, Jon Johnson seconded, all approved
4. Chair Report
 - a. Board positions
 1. Lodging Seat
 - a. An email was sent over the weekend from Valerie Green regarding open Lodging Association seat. Both Tari Woods and Amanda Walters expressed interest.
 - b. Group discussed the organization of the current Lodging Association; Group discussed seeking change to the by-laws to change the designated Lodging Association seat to a designated lodging seat.
 - i. Larry Fisher asked how the seat would be filled

1. Director explained that notification to all Lodging properties, in addition to advertising open position in the newspaper; largely the seat would be treated as an at-large, but designated to a lodging representative
 - ii. Nick Tallent motioned to direct staff to work with Town Council and the Board of County Commissioners to change Lodging Association seat to a designated Lodging seat, Criselda Montoya seconded, all approved
 2. Chamber of Commerce Seat – Jon Johnson
 3. Board of Realtors Seat – Lee Riley
 4. Nick Tallent motioned to recommend Jon Johnson as the Chamber of Commerce seat and Lee Riley as the Board of Realtors appointment, Steve McKain seconded, all approved
 5. At Large (4) – Larry Fisher, Stephen Durham, Nick Tallent, Criselda Montoya, Steve McKain
5. Tourism Director Report – Jennie Green
 - b. SW Tourism Summit Recap
 1. Summit went extremely well; Feedback from attendees was overwhelmingly positive, with many commenting it was the Best Regional Tourism Summit yet. It will be interesting to see if the Summit impacted lodging tax collections in April.
 - c. Pagosa Springs History Museum
 1. Director explained that recent news about the future of the museum had resulted in numerous phone calls from area businesses, expressing their desire for the Tourism Board to solve the issue; group discussed briefly and determined this topic would continue
 - d. Schedule events and marketing subcommittee meetings
 1. With smaller attendance at meeting, group determined to schedule subcommittee meetings via email
6. Treasurers Report – Nick Tallent
 - a. Monthly Town Lodging Receipts report – Update
 1. March 2016 reflected a modest 1.82% growth over 2015. Additional payments were received for February, which now shows a 16.95% increase over 2015 and for the 1st time in collection history, February was a stronger month in tax collections than January. The first quarter of 2016 shows an 8.41% increase over Q1 2015, or an increase of \$9,610.

2. In review of the collections in the 1st quarter by property type, all segments have grown. Comparing Q1 2015 market share with Q1 2016, shows that hotel / motel grew at 7% and maintained 74% of all collections. Whereas property management and vacation rental segments both grew significantly, combined still represented the same at 11% of collections.

7. Subcommittee Reports

a. Budget

1. No update

b. Marketing

i. Crowd Riff – social media / content platform

- a. Director began with an overview of CrowdRiff, a vendor she met with during Mountain Travel Symposium. A challenge for the Director is to maintain all of the social media channels on a regular basis, given everything on the growing task list. For many destinations, social media is a full time position. There is a ton of content available on social media and it takes a lot of time to stay engaged with users and keep content fresh.
- b. CrowdRiff is an online platform that can be licensed to provide advertising / creative development tools, usage rights, online plugins and visitor center display opportunities. The platform is based on an annual fee, with all components needed, it would cost \$15,000. By saving significant time and resources, this platform would allow existing staff to launch an aggressive social media campaign that would allow us to significantly increase fan base and available content using new Pagosa-branded hashtag #PicturePagosa. Staff would develop content schedule across all channels with schedule for paid campaigns (in conjunction with events / activity). Goals would be set to measure success.
- c. <https://preview.crowdriff.com/destination/0245a21c0ee9>
- d. Group discussed platform and potential; Nick Tallent asked about the company and recent venture capital funding
- e. Director explained that one key element was that this is the platform used by the Colorado Tourism Office; they have used many and have selected CrowdRiff; their use of platform will provide Director resources to aid in utilizing tools

- f. Nick asked about measuring success; Director explained a marketing subcommittee meeting will be scheduled in near future to set goals and measurements
- g. Steve McKain motioned to approve one year test with CrowdRiff for \$15,000, Criselda Montoya seconded, all approved

ii. Hot Springs Loop

- a. All collateral pieces will be completed by mid-June. There has been a lot of momentum from press & media with the Loop. Currently, the following writers are planning on writing about the Loop and visit at least 3 of the 5 participants (all participants will be mentioned in articles): Travel + Leisure Magazine, Dallas Morning News, Denver Post, AAA Encompass Magazine, Leisure Group Travel: On the Water, Diana Rowe for various Motorcycle / Tour Magazines.

iii. Ski Clubs

- a. Ski Clubs have begun to inquire about trips to Pagosa and Wolf Creek; however, the groups require a lot of assistance with detailed requests – such as requesting staff price out round trip charter buses from their location to Pagosa.

c. Events & Infrastructure – Larry Fisher

i. Update on climbing / bouldering rocks in town parks

- a. Group discussed efforts to add climbing rocks in Town Parks; Director provided an update of types of rocks and pricing that the subcommittee had identified; group is pursuing a structure that would cost up to \$40k, with the hopes to approach PROST about providing 1/2 of the expenses
- b. Larry motioned to approve up to \$20k for Bouldering Rocks in Town Parks, Steve McKain seconded, all approved

ii. Infrastructure request – Wolf Creek Trailblazers

- a. Deferred until June meeting

iii. New Event Funding Request – Schutzenfest–Octoberfest

- a. David Blake provided overview of the event he is trying to organize; it would be a combination Octoberfest / beer celebration with shooting events – fast draw, etc.; the event would serve as a benefit for both Sheriff Dept and Fire Department

- i. Breweries interested; San Juan Shootists interested, however unavailable for one weekend of event, due to contest in Las Vegas
 - ii. Proposed Marketing plan consists of local advertising (Sun, KWUF, banners), paid placement with Durango Herald, Elevation Outdoors and various newspapers in NM, TX, CO
 - b. Steve McKain asked if the Tourism Board were not able to provide the full \$5k, would the event occur. David indicated the shooting festival would not occur
 - c. Group discussed the event and ability to organize new event and advertise it in the next 4 months in order for it to be successful; Steve McKain indicated it would be critical for the event to be successful in its first year; David agreed
 - d. Group encouraged David to continue to work through details for the event and to apply for 2017 funding; the Board felt given all of the details needed for the event, a longer planning cycle would aid in the success of the event
 - d. Wayfinding and Signage – Steve McKain / Jon Johnson
 - i. Update on various projects
 - 1. Easements and various projects – Director explained that the Town was working through the process of formalizing an easement to install landscaping at the east Gateway sign; landscaping installation is on hold
 - 2. Director pointed out that the landscaping for the west gateway sign and proposed Piedra Rd sign would also require easements
 - e. Visitor Center
 - 1. Information kiosks are being distributed to high traffic locations around town – Chimney Rock, Airport, Wyndham, etc
 - 2. There are 9 racks to distribute; staff is working with businesses
 - f. Tax Compliance
 - i. Discuss plans for 2016
 - 1. Discussion to continue during June meeting

8. Old Business

- a. None

9. New Business

- b. Public Comment

- 1. No public comment

- b. Tourism Board Ideas and Comments

- 2. No public comment

10. Adjournment

- a. Jon Johnson motioned to adjourn, Larry Fisher seconded, all approved