



Minutes

Pagosa Springs Area Tourism Board

Tuesday, November 10th, 2015

Pagosa Springs Visitor Center

4 pm

Meeting called by: CK Patel

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

Absences: Bob Kudelski, Stephen Durham, Matt Sprowls, Criselda Montoya,

Non Voting Attendees; Jennifer Green, Greg Schulte

Please review: October Meeting Minutes

Please bring: Agenda, Committee reports

1. Call to Order
2. Determination Of Quorum (6)
3. Approval of Minutes – October
 - a. Jon Johnson motioned to approve October minutes, Nick Tallent seconded, all approved
4. Chair Report
 - a. CK Patel invited John Egan to provide an overview of the Mountain Express Transit request for funding for bus monitors; the Board first reviewed the request during the October meeting
 - i. John Egan showed the group new bus stop signs; new buses would have color combination to match bus stop signs – orange and blue
 - ii. 17” monitors on new buses with VCR on board to show video loops, advertisements (events, community events, tourism information)

- iii. Steve Wadley asked how many of the ridership were low income versus tourism; John explained currently very few were tourists, however with future plans, he feels more tourists would use
 - iv. Nick Tallent asked about quotes; he felt estimate was much too high for current prices of 17" TVs
 - v. Nick Tallent asked about a survey about non-local use; John estimated 10-15%
 - vi. CK Patel said we need to have a strong tie for lodger tax use; he mentioned this could be an opportunity for Chamber
 - 1. CK asked about County funding and grant funds; he presented to County Commissioners last week and he felt the commissioners were receptive
 - vii. Steve Wadley did not feel it would be a tourism draw; Nick Tallent felt it could be a value add during existing event; CK pointed out that Pagosa is a drive market
 - viii. Group did not commit, however, John Egan agreed to solicit additional estimates to see if technology prices could be lowered
 - ix. Ed Fincher asked if downtown grocery store was impacting ridership; John Egan felt it had
- b. Michael Killen and Laura Lewis Marchino presented on the Four Corners Film Office
- i. Michael Killen, owner of High Horse Productions, explained that his business produces RFD-TV horse-related shows for two different clients; Laura Lewis Marchino, Deputy Director, Region 9, explained Region 9's role in the Film Office:
 - 1. Film Office is a non-profit; designed to be more economic development versus a business
 - 2. Film Office has 24 hour hotline for inquiries; goal is to provide answers so the production company
 - 3. Hoping to pull NM film crews across the border; they receive huge incentives in NM if 90% of filming is done in NM; allows CO opportunity for 10%
 - 4. Film tourism is a new area to explore and the film industry tends to be fairly recession proof
 - 5. Film Office is building the support structure to quickly identify resources in communities where needed
 - ii. Laura will send an itemized list of all film opportunities in last two years

- iii. Four Corners Film Office is asking the Pagosa Springs Area Tourism Board to be a financial partner; DATO provides \$2000 / year and other entities provide \$500 / year

5. Tourism Director Report – Jennie Green

a. 2016 Marketing Plan

- i. Jennie provided overview of draft marketing budget
- ii. Steve Wadley introduced request from BoCC for \$25,000 for airport marketing
- iii. Group decided to schedule a meeting for Tuesday, November 17th at 4pm at the Visitor Center to review marketing plan and budget

6. Treasurers Report – Stephen Durham

a. Monthly Town Lodging Receipts report – Update

- i. Through the first 9 months, 2016 is tracking 2.28% higher than 2015; 6 of the 9 months have marked record collections
- ii. Steve Wadley feels 1.9% lodging tax in the County is too low; investigating if County can propose tax increase

7. Subcommittee Reports

a. Budget

- i. 2016 Budget – Jennie explained recent changes to budget – projected revenue was increased based on 9 months worth of collections; Tax Compliance will exceed budgeted amount due to number of properties identified for outreach

b. Marketing

c. Events & Events Infrastructure – Larry Fisher

i. Bike rack options and budget approval

- 1. Jennie provided an overview of the bike racks for consideration; Stephen had solicited quote and designs from Dero, bike racks with metal etched logo

- a. Wayfinding and Signage Subcommittee reviewed options during their meeting last week and recommended the rounded top, least expensive option; cost per bike rack with logo is \$239.50; the bike rack without logo (for multiple in a row) is \$94

- 2. Larry Fisher motioned to approve up to \$5000 on new bike racks with metal etched logo plates, Jon Johnson seconded, all approved

ii. Available funds for Holiday light replacement / new lights

1. Jennie explained that in the past, the Tourism Board had used funds to help enhance the downtown holiday lights by providing funds to purchase additional lights; Streets Department recently requested funds for holiday light-bulb replacement
2. CK Patel suggested that we continue to expand downtown lighting, but he did not agree with paying for ongoing maintenance / replacement for the lights; everyone agreed
3. Steve Wadley motioned to purchase new lights, but not to use funds for light maintenance / replacement, Nick Tallent seconded, all in favor

iii. Final Report: Chimney Rock Interpretive Association

1. Group reviewed final report
 - a. Nick Tallent questioned listing volunteer hours on budget
2. Jon Johnson motioned to approve CRIA final report, Steve McKain seconded, all approved

iv. 2016 Event Funding

1. Interviews with applicants on December 3rd, beginning at 9:30am

d. Wayfinding and Signage – Steve McKain / Jon Johnson

i. 125th Anniversary logo for banners

1. Jennie provided two basic mock ups of possible logos and explained that the logo would be used for the downtown banners, budgeted in Wayfinding / Signage in 2015; Greg had indicated that since the Tourism Board would be funding the banners, they could determine what they looked like; Jennie explained the logos provided were simply mockups to start the discussion somewhere
2. Jon Johnson asked why the 125th anniversary committee was no longer meeting; Jennie explained that the Greg and the Mayor had discussed whether it was truly a tourism event versus a community celebration; the Tourism Board will help promote any events for the anniversary, like all events, but is not being tasked with leading the overall efforts
3. Nick Tallent suggested not including dates in logo, so that the banner could be used for future “anniversaries”

4. Discussion continued
 5. Nick Tallent motioned to have the Wayfinding / Signage subcommittee choose a logo, Steve Wadley seconded, all approved
- ii. Purchasing landscaping materials for 2016 delivery
 1. Jennie provided an overview; Parks & Rec have committed to planting landscaping at the east entrance sign; given that the 2016 budget for Wayfinding & Signage will be used for new directional signs at Piedra Road and given allocated budget in 2015, we can purchase materials in 2015 and take possession and install in Spring 2016, ensuring the project will get completed
 2. CK Patel motioned to approve up to \$5000 for landscaping materials for both signs, Steve McKain seconded, all approved
 - iii. Update on 2015 / 2016 projects
 1. Broader update will be provided during December meeting

e. Visitor Center

- i. Winter hours – Beginning Monday, Nov 16th, the visitor center will close at 4:30pm Mon – Fri – new hours will be 9am – 4:30pm M–F and 9am–3pm Sat & Sun.
- ii. Staff has created sign for door in case / when “Bruce Lee” makes an appearance in Town that states, “Due to Winter Storm, Hours May Vary” – therefore, if center needs to close early, or be prepared for a delayed opening.
- iii. New outdoor / weather–proof window cling brochure holders have been purchased to provide visitor information when the visitor center is closed

f. Tax Compliance

- i. Update
 1. 528 unique vacation rental listings were identified
 2. 114 properties were matched through Town tax rolls and /or property management companies
 3. 414 properties could not be matched and have been contacted regarding compliance
 4. Initial project cost more than budgeted largely due to not being able to obtain state lodging tax rolls; however,

staff determined it was more important to complete a thorough review

5. Of the advertised listings, 87 were added in 2014 and 104 have been added in 2015 – therefore the vacation rental inventory increased by 36% in 18 months

8. Old Business

a. CDT Gateway Community

- i. Jennie provided an overview of the draft application
- ii. CDT Coalition provided initial review of the draft and felt it was great
- iii. Staff will write letter of support for Tourism Board, solicit support from Town and County and have application submitted by the end of November

9. New Business

a. Public Comment

b. Tourism Board Ideas and Comments

- i. Nick Tallent asked about absences on the Board; he felt recently we were struggling to obtain quorum and wanted people to resign if no longer able to or interested in attending meetings
 1. Jennie will send out overview of attendance for Board review later this week and will add item to December agenda for discussion

10. Adjournment

- a. Steve McKain motioned to adjourn, Jon Johnson seconded, all approved