



Town Tourism Committee: Subcommittee Overview **February 2013**

Active Subcommittees

1. Budget

- a. Overview: The Budget Subcommittee is responsible for establishing annual TTC budget, monitoring ongoing budget alignment and monthly cash flow
- b. Subcommittee Chair: Thad McKain
- c. Meeting Schedule: The Budget subcommittee meets as needed throughout the year, but is especially active from August – December while planning and finalizing following year budget.
- d. TTC Director Responsibilities: The TTC Director operates within the approved budget and alerts subcommittee of any budget issues that arise. Monthly reports are provided during TTC Board meetings that review recent lodgers tax collections, Town ledger, quarterly lodger's tax trend analysis and overall financial status. TTC Director works with Town Clerk to process all payments and presents to Town Council for their approval of the annual budget. Any budget amendments must also receive Town Council approval.
- e. Subcommittee Member Responsibilities: Subcommittee members are expected to attend subcommittee meetings and if needed, Town Council budget discussions. Budget season typically begins in August and commences in December; although occasionally budget meetings are needed to address new issues and are scheduled as needed.

2. Marketing

- a. Marketing Overview: This committee handles a large portion of the TTC's overall responsibilities, and is therefore broken into "super-sub" committees to focus on various elements of the overall marketing strategy:
 - i. **Advertising**
Overview: The Advertising Subcommittee is responsible for reviewing and approving all advertising options to promote the town of Pagosa Springs.
 - ii. **Public Relations**
Overview: The Public Relations Subcommittee is responsible for overseeing the Public Relations and Media strategy for the TTC.
 - iii. **Website**

Overview: The Website Subcommittee is responsible for the overall direction, content and functionality of www.visitpagosasprings.com

iv. **Social Media / Marketing**

Overview: The Social Marketing Website Subcommittee is responsible for the overall direction of Pagosa's presence on Facebook, Tripadvisor.com, Twitter, pinterest, etc.

v. **Trade Shows:**

Overview: The Tradeshow Subcommittee is responsible for overseeing the trade show presence for Pagosa Springs throughout the year and determining the overall trade show strategy for the TTC. This group has also led the effort for the 2011 Tourism Conference.

b. Subcommittee Chair: Chirag Patel

c. Meeting Schedule: The subcommittee meets frequently. There are always projects / campaigns underway.

d. TTC Director Responsibilities: The TTC Director is responsible for implementing the marketing plan as approved. Director also manages the website and all social media outlets, provides ongoing updates, handles subcontractors and provides recommendations for improvements to the subcommittee. Also the TTC Director executes the Public Relations and Media plan as approved by the TTC. The TTC Director is responsible for developing and maintaining press database, creating and providing ongoing updates to Media Kit and handling media relations.

e. Subcommittee Member Responsibilities: Subcommittee members are expected to attend meetings, actively participate in the monitoring and improvement of all marketing activities.

3. Events & Event Infrastructure

a. Overview: The Special Events Subcommittee is responsible for reviewing applications for event funding, interviewing applicants and providing a recommendation to the full TTC Board on which events and how much to fund annually. Events subcommittee also reviews and funds needed infrastructure upgrades at event venues, such as increasing electrical at Yamaguchi.

b. Subcommittee Chair: Jim Smith

c. Meeting Schedule: The Events subcommittee meets once per month, as needed. The subcommittee is especially active in August – November during the application cycle for events held in the following year.

d. TTC Director Responsibilities: The TTC Director is responsible for working with event organizers during the application process and during the funding cycle; provides input to subcommittee. Additionally, TTC Director is responsible for working with event organizers to promote their event – assisting with marketing strategy, launch contests, promote event through TTC channels, etc.

e. Subcommittee Member Responsibilities: Subcommittee members are expected to attend subcommittee meetings, provide thorough review of all event funding applications and attend events throughout the year to provide a personal review and collect feedback from other attendees.

4. Special Projects (*formerly “Out of the Box”*)

- a. Overview: The Special Projects Subcommittee is the subcommittee with the least amount of “Work” and the most amount of “fun”. They are responsible for coming up with those “out of the box” ideas to reach tourists, exploring how to execute those ideas and occasionally jumping when new, unexpected projects and opportunities pop up (such as Phil Keoghan, Warner Brothers movie opportunity, Video Contest, etc).
- b. Subcommittee Chair: Jim Smith
- c. Meeting Schedule: The Special Projects subcommittee meets as needed.
- d. TTC Director Responsibilities: The TTC Director is responsible for activating the Special Projects subcommittee into action and managing the new projects as they occur.
- e. Member Responsibilities: Subcommittee members are expected to attend subcommittee meetings, come up with at least one new idea per year, and help with new opportunities and projects, such as distributing event posters (or organize other volunteers to do so), pulling strings to help accomplish the unexpected, adding new ideas into the mix and more!

5. Fulfillment

- a. Overview: The Fulfillment Subcommittee is responsible for determining and implementing how to respond to requests for more information about Pagosa Springs. The handling of requests is also managed by this subcommittee.
 - i. **Visitor Guide**: Beginning in April 2011, the Cassio Group handles mailing out requests for more information. The TTC mails out the Sun’s Visitor Guides (contract through 2014). Over 30,000 guides are mailed out annually.
 - ii. **Technology**: Develop and implement new ways to provide information to visitors via technology enhancements –digital guide / phone app, information kiosks, etc
- b. Subcommittee Chair: Jim Smith
- c. Meeting Schedule: The Fulfillment subcommittee meets as needed.
- d. TTC Director Responsibilities: The TTC Director is responsible for managing the TTC’s responsibilities for the guides and working directly with (1) the vendor producing the guides and (2) vendor mailing out the guide, plus assisting with materials for the guides. TTC Director also tracks all leads collected via Internet Honey. (3) Research technology enhancements to increase distribution options
- e. Member Responsibilities: Subcommittee members are expected to attend subcommittee meetings and provide thorough review of all materials.

6. Wayfinding / Signage

- a. Overview: The Wayfinding & Signage Subcommittee is responsible for implementing the wayfinding and signage plan for Pagosa Springs, as approved by Town Council in August 2008. TTC works closely with Town Planning Department for all upgrades. Results to date include: Vehicular Directional Signs (@ Hot Springs and @ Pagosa Blvd); pedestrian directional sign at river overlook, enhanced river overlook, new banners throughout downtown, upgraded 13 trails / information signs, designed new Gateway signs (to be installed Spring 2013)

- b. Subcommittee Chair: Jon Johnson
- c. Meeting Schedule: The Wayfinding / Signage Subcommittee generally meets every two weeks.
- d. TTC Director Responsibilities: The TTC Director is responsible for working with the subcommittee, Town Staff and vendors as needed.
- e. Member Responsibilities: Subcommittee members are expected to attend meetings and actively participate in volunteer projects, such as re-staining trail signs, landscaping, etc.

7. Visitor Center

- a. Overview: The Visitor Center Subcommittee is responsible for understanding visitor center operations; provide assistance and suggestions for ongoing tourism satisfaction. In 2013, the subcommittee will likely be turned into a community task force to determine visitor center operations in 2014 and beyond.
- b. Subcommittee Chair: Carla Shaw
- c. Meeting Schedule: The Visitor Center Subcommittee meets as needed.
- d. TTC Director Responsibilities: The TTC Director is responsible for working with the subcommittee as needed.
- e. Member Responsibilities: Subcommittee members are expected to attend meetings and actively participate in the decision making process.

8. Tourism Ambassador Program

- a. Overview: The Tourism Ambassador Program is an outreach program to answer tourist's questions in the field, such as along the riverwalk, at river overlook, etc; this program was launched based on the role Norm Vance served in the community for so many years; River Overlook is main visible location for ambassadors
- b. Subcommittee Chair: Stacy Boone
- c. Meeting Schedule: The Ambassador Program Subcommittee meets as needed
- d. TTC Director Responsibilities: The TTC Director is responsible for working with subcommittee on implementation of program
- e. Member Responsibilities: Subcommittee members are expected to attend meetings and help recruit ambassadors

9. Holiday Subcommittee

- a. Overview: The Holiday Subcommittee is responsible for pursuing fundraising opportunities to fund annual 4th of July fireworks and provide efforts towards enhancing holiday decorations / celebrations. In 2013, TTC will work with Community Center to continue to raise funds for fireworks.
 - i. **Red, White & Brews Music Festival**: Organize and hold event held on 4th of July with live music, food and alcohol; proceeds used to raise funds for future 4th

of July fireworks. The Community Center staff is assisting subcommittee in 2013 event organization.

- ii. **Enhanced Holiday Decorations:** Develop and implement plans for an enhanced holiday season with parade of lights, commercial and residential lighting competition, NYE fireworks, more events, etc. Subcommittee wants to create a holiday atmosphere from Thanksgiving through New Years each year, with a massive lighting ceremony over Thanksgiving weekend.
- b. Subcommittee Chair: Kimberley Siler Bradshaw
- c. Meeting Schedule: The Holiday Subcommittee meets as needed to plan fundraising efforts and / or holiday enhancements
- d. TTC Director Responsibilities: The TTC Director is responsible for working with holiday subcommittee, event organizers, etc to orchestrate events
- e. Member Responsibilities: Subcommittee members are expected to attend meetings and assist in efforts

Inactive Subcommittees:

10. Lodging Tax Compliance

- a. Overview: The Lodging Tax Compliance Subcommittee was responsible for reviewing Lodging Tax Compliance program for vacation rentals in the area. The next phase of the Compliance program is on hold until the County hires new Finance Director and / or County Administrator. Vendor has not received information regarding new remittances from County.
- b. Subcommittee Chair: Chirag Patel / Valerie Green
- c. Meeting Schedule: The Lodging Tax Compliance subcommittee is currently inactive, but will meet again if needed
- d. TTC Director Responsibilities: The TTC Director assists efforts as needed; works with 3rd party vendor, Sweetbooks, and County Staff to implement program

11. Central Reservations

- a. Overview: The Central Reservations Subcommittee was responsible for determining the needs of our area lodgers and implementing a central reservation system that serves the needs of the tourists and our local businesses. TTC has partnered with the Lodging Association to implement solution that works for all of our lodgers. Currently group is working with vendor, Book Direct and over 23 properties are represented. TTC pays annual licensing fees and serves as the liaison between vendor and properties. Participating properties use service at no charge and with no commissions.
- b. Meeting Schedule: The Central Reservations Subcommittee will remain inactive unless a need for a new central reservation system is identified; current contract expires in 2015.
- c. TTC Director Responsibilities: The TTC Director is responsible for working with the central reservations vendor, lodging properties and subcommittee as needed.

12. Reservoir Hill Task Force

- a. Overview: The Reservoir Hill Task Force subcommittee is responsible for reviewing possible uses and upgrades to Reservoir Hill as a recreation area. The Task Force developed the business plan for recreational amenities on Reservoir Hill.
- b. Subcommittee Chair: Thad McKain (Co-Chair), Larry Fisher (Co-chair)
- c. Meeting Schedule: The Reservoir Hill Task Force Subcommittee is awaiting direction from Town Council / Town Staff for any additional efforts.
- d. TTC Director Responsibilities: The TTC Director is responsible for working with the subcommittee as needed.