



105 Hot Springs Blvd - Pagosa Springs Visitor Center
Pagosa Springs, CO 81147

MINUTES
Pagosa Springs Area Tourism Board Meeting
February 12, 2019 @ 4:30 PM

A regular meeting of the Pagosa Springs Area Tourism Board was called to order on February 12, 2019, at 4:30 PM in the 105 Hot Springs Blvd - Pagosa Springs Visitor Center.

BOARD PRESENT: Board Member Johnson, Board Member Wadley, Board Member Heraty, Board Member Bergon, Board Member Lucero, Board Member Caler, and Board Member Whiting

BOARD ABSENT: Board Member Tallent

I. CALL MEETING TO ORDER

II. PUBLIC COMMENT – *Please sign in to make public comment*

III. CONSENT AGENDA

1. Approval of the January 8th Meeting Minutes

Board Member Bergon moved to approve the consent agenda, Board Member Caler seconded.

Carried.

IV. REPORTS TO BOARD

1. Chair Report

Shane Lucero provided a Chair Report. He reminded Board members not to reply all in emails. He asked Board members to commit to field trip dates so that it can be scheduled. Lastly, Shane told the Board that the March meeting would be canceled due to Spring Break visitors. Julian asked if we would have any decision items. Director explained that there did not appear to be anything pressing for March.

2. Director Report

- **Lodgers Tax:** The most recent lodging tax report has been included in the packet for review. For the Town collections, December 2018 reflected a modest increase of 3.07% over 2017, or \$1,620. Year to date, town lodging tax was up 7.29%, or \$44,582 over 2017.
- **CTO Grants:** The new SW Regional grant (Mountains and Mesas) project continues. The new itinerary booklet has been translated into German by the CTO German Reps. Ouray and Cortez are representing the region at the Travel & Adventure Shows in Los Angeles and Denver in the next few weeks. Tourism Director will represent the region at ITB in Berlin March 4th - 9th. Additionally, meetings have been set up with the UK CTO rep and the UK CO Ski Country PR rep in London following ITB, as well as an editor of Fall Line Ski Magazine, which we hosted in 2018.
- **Destination Master Plan:** The development of the Master Plan, one of the key strategic projects for 2018, is complete. Michael Stumpf presented on February 12th at 12pm during a joint Town / County work session.
 - Lauri Heraty commented that she was disappointed in the presentation, as it was very high level and only pointed out things that we already knew; she indicated she was expecting a detailed strategy. She feels like we wasted the money to have the plan developed. She was also disappointed that not all available activities were highlighted.
 - Director explained that the presentation provided to Town and County was

intended to be high level. The final report is more detailed and will be available in the next week or so.

V. NEW BUSINESS

1. Chamber Representative

The Chamber of Commerce provided a letter of recommendation for their open seat on the Tourism Board.

Board Member Whiting moved to recommend to Town Council and the Board of County Commissioners to appoint Jenelle Syverson as the Chamber of Commerce representative to the Tourism Board, Board Member Johnson seconded.

Carried.

VI. OLD BUSINESS

1. Field Trip

Group discussed field trip. Originally, it was intended for February, but limited commitment on dates postponed the trip. Director suggested early May, before summer season. Group agreed leaving on a Sunday and returning on a Tuesday would be ideal. Director to send out a doodle poll for May 5th - 7th or May 12th - 14th. The date with the most responses will be selected.

Lauri Heraty asked about renting an RV. Director explained that it seemed cost prohibitive with mileage, gas and rental fees. Lauri offered to investigate further.

Kevin Metzler, with Wilderness Journeys, was in attendance and offered the Board one of Wilderness Journeys 14 passenger vans to use for the field trip. Director will investigate the ability of the Board to accept his generous offer.

2. Event & Infrastructure Funding Meeting

Director explained that the deadline for the first round of funding considerations is Wednesday, February 20th. Additionally, one request for infrastructure funding was received, but it fits event funding more. It will be considered when group interviews all funding applicants. Group scheduled Wednesday, February 27th at 12pm to review funding requests.

3. Quarterly Retreat Schedule

Director explained that during the fall 2018 retreat, the Board expressed a desire to hold quarterly retreats, and it was likely we would miss the 1st quarter for 2019. Julian asked if we could skip it in lieu of upcoming field trip. Board all agreed.

VII. NEXT TOURISM BOARD MEETING APRIL 9th AT 4:30 PM

VIII. ADJOURNMENT