



Town Hall 551 Hot Springs Blvd
Pagosa Spring, CO 81147

MINUTES
Pagosa Springs Area Tourism Board Meeting
January 14, 2026 @ 5:30 PM

A regular meeting of the Pagosa Springs Area Tourism Board was called to order on January 14, 2026 at 5:30 PM in the Town Hall 551 Hot Springs Blvd.

BOARD PRESENT: Shane Lucero, Shane Prince, Rosanna Dufour, Austin Marchand, Gary Williams, Amy Johnson, John Ranson, Stuart Scull

BOARD ABSENT:

I. CALL MEETING TO ORDER

II. ROLL CALL

III. PUBLIC COMMENT

Please sign in to make public comment
There was no public comment.

IV. DISCLOSURES AND/OR CONFLICT OF INTEREST

Board Member Prince said he wanted to go over conflict of interest as the IGA writes. If a board member has a financial or personal conflict of interest with the vote, they must state their conflict at the beginning of the meeting in advance of the discussion, and they must recuse themselves from both the discussion and vote in the manner. Shane Lucero said he will recuse himself from all Event Funding discussion and voting because he is a co-organizer for Brews for Rescues. Austin Marchand said he will recuse himself from discussion and vote for Winterfest event funding because he is on the Chamber of Commerce board. Board Member Lucero asked if conflict of interest includes business partnerships? Board Member Prince said he would refer to, the 2.4.7, the Tourism Board shall comply with the statutory Code of Ethics for local government and officials. The code prohibits conduct and conflicts regarding personal financial interests.

V. CONSENT AGENDA

1. Approval of December 3rd Meeting Minutes

Tourism Board Williams moved to approve the meeting minutes, Tourism Board Ranson seconded.

Passed

VI. NEW BUSINESS

1. Election of 2026 Officers

Director said the role of the Officers is to run the meetings and we need to nominate a chair, vice chair, and 2nd vice chair. Board Member Lucero nominated Shane Prince for 2026 Chair, Town Council Rep Williams seconded. Director asked if there were any other nominations for Chair. There were none. Board Member Lucero asked if anyone was interested in being Vice Chair. Board Member Johnson said she would do it. Town Council Rep Williams nominated Board Member Johnson for 2026 Vice Chair, Board Member Lucero seconded. Board Member Lucero asked if anyone was interested in being 2nd Vice Chair. Board Member Marchand said he would do it. Board Member Prince nominated Board Member Marchand for 2026 2nd Vice Chair, Town Council Rep Williams seconded.

2. 2026 Event Funding - Round 1

Sandy Douthey, Director of the Chamber of Commerce was present for Winterfest. They are requesting \$15,000 in funding. Sandy said this event has been going on for about 16 years and attracts visitors as well as the local community. It begins with a bonfire and live music that is of no charge to anyone that attends. This year they are doing a Battle of the Soups so they can fundraise a little bit of money. Tickets are only \$10 per person. They also have balloon pilots that go up on Saturday and Sunday mornings for our community and tourists. They are asking for \$15,000 to assist in the permit fee and the rental of the fairgrounds. Sandy said their in-kind trades in the budget kind of skews their numbers because those are in exchange for chamber memberships, so they are not making money on that.

Laura Moore with Thingamajig Theater was present. They are requesting \$30,000 in funding. Laura said they are applying for funding to support events between February 1st and December 31st in 2026 which includes the shoulder season. Laura said they expect to see about 10,000 people throughout all these events. It's approximately 100 days of events. Ticket prices range from free to \$150. They also support other organizers in the community for about 20 other events including School of Movement, improves on the first Friday of every month, music and dance, and PPOS concerts. She collected zip codes from ticket purchasers in 2025 and removed all the 81147 zip codes and it reported back that 67% of the ticket purchases were outside of our zip code. That doesn't account for second homeowners. So she feels 50-60% is pretty accurate. That means that 1,916 of their ticket purchasers came to Pagosa Springs specifically for thingamajig events. They averaged 5.5 nights per stay. In 2023, 96% said that they stayed with local lodgers. That's 10,538 heads in beds. Assuming that people come in pairs, that's 5,269 nights times \$150 so we'll match those together for \$790,000 or \$38,727 in lodgers tax, which is \$8,727 more than they are asking you for. She said NEI has pointed out that communities that focus on the arts have a 62% increase in commerce, and arts tourists spend more in the communities where they travel than any other kind of tourist. 77% of people who come to see a show said that they also dine out at our restaurants. She said the visitor survey showed that the tourists rate their Pagosa experience and their desire to return to Pagosa higher when they attend their shows.

Amy Wilson, Founder and Director of Rugby's Rescue was present for Brews for Rescues. They are requesting \$5,000 in funding. Amy said they have been doing the event for 4-5 years. It is a growing event and they are asking for funding to help with lodging for brewers. The popular fencing group will be coming back again this year from Phoenix and will hopefully bring a crowd with them. They are not raising prices this year because when they did it lowered attendance.

There was no representative present from Four Corners Flyers. They are requesting \$5,000 in funding for Big Picture Classic.

Mary Cocke from the Springs Resort was present for Pints, Pools, & Paddles. They are requesting \$4,000 in funding. Mary said this is going to be the 11th year. It is an amazing event that has continued to grow. There is a lot of community involvement. The Pagosa Paddle race event is not part of their event but they donate to the Friends for the Upper San Juan River to support their organization. People can buy a ticket to soak during the day while the river races are going and then attend the brew fest after. They work with a lot of local vendors and have a local band. When the races are over they do their awards ceremony at the resort and they donated 40 tickets for their participants to enjoy the event. Last year they had 27 brewers and 3 distillers and cider companies. This year they are adding a whiskey tasting and vendor market and will again have a beer/chocolate/cheese pairing with Riff Raff brewing.

Shawna Snarr with Vets for Vets was present for Pagosa's 250/150 Heritage Celebration. They are requesting \$30,000 in funding. Shawna said 2026 marks our nation's 250th Independence Day and Colorado's 150th year as part of our United States. As a member of the Vets for Vets, the American Legion, and the Daughters of the American Revolution, and a member of this community, she understands the weight and significance of this event. The Vets for Vets would like to bring our community together with those who

visit our unique home to an event to share our history and heritage in a safe, non-political space. Where history at its peak, a Pagosa Heritage celebration, can be showcased by our local groups and nonprofits, giving attendees the opportunity to view our collective history and our personal stories of how our area came to be. She has sent personalized invitations out with a flyer to the Hickory, Apache, Navajo, Southern Ute, and Mountain Ute nations, and is working with 37 different groups alongside the town and county, parks and Rec, and first responders. Shawna said she expects over 5,000 attendees.

Director said we have \$150,000 in the budget for event funding in 2026. That doesn't include the Tourism related events which she estimates about \$10,000 for the Lighting Contest, Old Fashioned Christmas, and Big Springs Clean. We have more rounds of funding for the next quarter. We already have 5 applicants for the April meeting. The total ask for everyone today is \$89,000. Director called on each board member to state the dollar amount they want to fund each event. The total for each was divided by the number of voting board members for each event. Winterfest will be awarded \$9,286. Thingamajig Theatre Company will be awarded \$27,500. Brews for Rescues will be awarded \$4,875. Big Picture Classic will be awarded \$4,063. Pints, Pools, & Paddles will be awarded \$3,313. 4th of July Heritage Celebration will be awarded \$25,625.

3. Request to Retain Event Funding from Canceled Event

Director said we have a request from Skis and Saddles Skijor to retain some of the 2025 funding they received. They had to cancel the Skijoring event due to lack of snow but they are still going to have their concert Saturday evening. Board Member DuFour asked if a donor paid for the band as they have in the past. Becky Deitemeyer provided a breakdown of their expenses. Becky was not present at the meeting. Director said the band is \$2,000, the venue rental is \$1,100, and stage rental is \$700. The total in their budget for Saturday night is \$3,800. Board Member Williams said this is a great event and this is the 2nd group to try to get the event off the ground. He said he would like to support them. Board Member Johnson said nature factors are out of their control, it is an event we want to keep in Pagosa.

Tourism Board Member Marchand moved to allow Skijor to retain the \$5,000 they received for their event in 2025, Town Council rep Williams seconded.

VII. REPORTS TO BOARD

1. Chair Report

Board Chair Prince said he wanted to remind the board that we are an advisory board. We don't make final decisions. That is done by the BOCC and Town Council. With the budget we don't have a fiduciary responsibility. We are here to make recommendations as experts in the field. The Executive Director reports directly to the Town Manager. He said he wants to get beyond the past and move into the future of being effective as a board together. Town Council Rep Williams said when we re-wrote the IGA we ended up with 4 new board members at one time and then we changed term limits from 2 to 3 years. He said we should consider making some of those terms 2 years by volunteering or randomly so that everyone doesn't go off the board at the same time.

2. Lodging Tax Report

Director said she has not received the most recent Blue Room report but expect that any day and will forward it out to the board and add it to the google drive. Lodging Tax is lagging as well with quite a few outstanding payments for October and November. The Spring Break schedule was included in the report. Dallas and OK are on the same week this year. San Antonio and Houston are growing markets and we will hit them hard because they are the week before Dallas and OK. Northern NM has no snow so there is opportunity to pull in the Santa Fe audience if we get snow. Denver, Phoenix, and Albuquerque are the week of March 30th and those are all strong March audiences. We will have spring break campaigns running very soon. Wolf Creek has had 81" year to date. Steamboat is the only other resort with more snow YTD at 85". Wolf Creek is the only CO resort that is fully open. They got a boost over the holidays with the Telluride strike. The week of Christmas they were flat over last year. They are down season to date but they opened a month later than usual. They had their strongest ski day ever on Dec 29th. New Year's week was busier than they anticipated. We started working with our website vendor on the website redesign. Director said we can make this work within the budget. We had budgeted for an AI tool and decided to go with the Visit Widget AI tool which saved \$40K. We also can pull from a couple other line items like construction communication. Redesign will take about 6-9 months. We have not started working on the 2026 Marketing grant because they are waiting on a certificate of insurance from the town before the state will send us a check. Director did not get feedback from the board about the two PR agency options. Director met with the vendors and selected BPR as the PR agency we will work with in 2026. Staff attended a 250/150 meeting last week. We will create a poster with all the 250/150 events by end of Feb. The free drone show that is part of the state's effort for 250/150 will occur at Colorfest. Next month Director will bring a more detailed budget for 2026 Tourism events (Big Springs Clean, Lighting Contest, and Old Fashioned Christmas). We will have an agenda item to discuss Hootenanny.

3. Chamber of Commerce Report

Board Member Marchand said Winterfest is this weekend. He thanked the board for supporting them with funding. The Chamber's annual gala is February 6th. And they have new board members to announce this week.

4. Board of Realtor Report

Board of Realtors Rep Johnson gave stats to show how we ended in 2025. The number of new listings was 680, up from 671 last year, about a 1% change. Sold listings was 395, last year was 391. The average sales price was down 8%. In 2024, the average sales price was \$750,440 and in 2025 it was \$690,347. We're still getting 96.5% of list price so there's a little more negotiation but not much. Cumulative days on market was at 130 over the year, compared to 124 in 2024. So, a little bit longer days on market. The cumulative days on market was 152, so that was up 13%. Currently, we have about six and a half months of supply and we've got 216 homes currently for sale.

5. Lodgers Association Report

Lodgers Rep Mashue said the sales tax being down for November was true for lodging. They were grateful for a great couple weeks over Christmas. She is submitting a letter of resignation from the Board as of tonight. She is grateful that she got to serve for 2 years on the board. The Lodgers Association is aware and will recommend a new representative.

VIII. UNFINISHED BUSINESS

IX. NEXT MEETING: FEBRUARY 11th at 3PM

X. ADJOURNMENT