



Town Hall 551 Hot Springs Blvd  
Pagosa Spring, CO 81147

**MINUTES**  
Pagosa Springs Area Tourism Board Meeting  
February 11, 2026 @ 3:00 PM

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A regular meeting of the Pagosa Springs Area Tourism Board was called to order on February 11, 2026 at 3:00 PM in the Town Hall 551 Hot Springs Blvd.

**BOARD PRESENT:** Shane Prince, Shane Lucero, Rosanna DuFour, Gary Williams, Amy Johnson, Stuart Scull, Jesse Hensle

**BOARD ABSENT:** Austin Marchand, John Ranson

**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**

Shane Lucero recused himself from voting on Event Funding because he is an event co-organizer for Brews for Rescues.

**V. CONSENT AGENDA**

Board Member Johnson moved to approve the consent agenda, Board Member Scull seconded.

**1. Approval of the January 9, 2026 Meeting Minutes**

**2. Approval of January 2026 Event Funding Allocations**

**VI. REPORTS TO BOARD**

## 1. Financial Report

April Hessman, Finance Director, said the board was provided with the January financial report for Tourism Admin, Tourism, and Visitor Center. The revenues are separated by Town lodging tax and the intergovernmental is what comes in from the County. We have not received the first quarter lodgers tax from the County yet. They recently met with the County and discovered they would like to have details on expenditures like marketing to know what is spent out of their contribution. Director said the report will be in the monthly meeting packet moving forward.

## 2. Chair Report

Board Chair Prince welcomed Jesse Hensle to the Board as the appointed Lodging Representative. Board Chair Prince said he attended a joint session with the Town and County and encouraged board members to read the newspaper articles about the Town and County's agreement with the Tourism Board.

## 3. Director Report

Director said there is a new addition to the packet this month. She took all of the results of 2025 marketing efforts and entered it into Chat GPT with lodging revenues, mobility data, and other 3rd party sources of information to see what AI came up with regarding how we fared. She also had AI evaluate the 2026 Marketing Plan and how that aligns with the results we saw in 2025. Director has not been including the month-over-month growth in followers for social channels because it doesn't significantly change much. Over the last 13 months, we have seen a more significant increase since starting the new strategy of paid Meta. She included stats for that period showing the total impressions through paid Meta ads were a little over 5.7 million, a reach of 2.5 million, and over 105,000 clicks. We are seeing an average of 21 cents cost per click, including ads that are not meant to drive clicks like PSA's. When we remove those types of ads, it only drops the price by 1 cent. Staff has a meeting tomorrow with the website vendor to begin reviewing wire frames for the website rebuild. The redesign will take 6-9 months. For the 2026 Marketing Plan, the board did approve two test campaigns with 5280 and Texas Monthly. Director negotiated compelling packages to test this year and the first creative is due for Texas Monthly Friday. We will be in Texas Monthly's digital trip planner for the next 12 months and a full page ad in their colorado issue that promotes colorado destinations to the Texas audience. When they initially sent the quote, it did not include the \$5,125 for the custom email blast in May. They caught that error and offered it to us at \$125. The 5280 package is the same that was outlined in the marketing plan. We will do the full page ad in the June staycation issue and then there are digital components that add up to 320,000 impressions. The total cost for both campaigns is \$29,500, and we have \$50,000 budgeted for these test campaigns. Board member Hensle asked if director used any other AI sources besides Chat GPT for the report because he would be interested to see if other platforms produced different answers. Director said she did not but will look into it as time allows. Board Member Hensle asked in regard to the paid Meta, how is this performing vs any of the goals you were thinking of when you changed the strategy in April 2025? Director said we really didn't have a concerted paid meta strategy at the time so I would say that we far exceeded what we thought we would get. When we look at industry benchmarks it is over 50 cents per click or more. We are running a Hot Springs ad right now and seeing less than 10 cents per click on that ad. The goal is to continue to maximize the results we are seeing and if we see weaknesses, move money to the ones that are performing better. Board Member DuFour asked about the new Tourism Coordinator hired. Director said we have hired Denver Dobbins, who previously worked at the Visitor Center. We have him working on a variety of different projects, getting our media library organized, he is involved in the website rebuild, and he is going to oversee most of the signage efforts. He will be helping out with the Ambassador Program once we get the training module up and running and the new blog. We have another part-time visitor center staff member who was formerly a technical writer, who is updating articles to push out on a new blog. It will be going live with about 20 articles, and then scheduled to push out one to two a month. So, Denver's position is largely picking up a lot of the extra projects that have been put on our plate in the last two years to make sure that everything is moving in the right direction.

## 4. Chamber of Commerce Report

Chamber of Commerce Rep Marchand was absent. Sandy Douthey, Chamber of Commerce Director was in attendance and said they welcomed four new chamber members. They rolled out a new logo Friday at the annual gala. They are partnering with Main Street in May for an art walk to support downtown businesses. They are also partnering with the CDC for a business forum on April 29th called Beyond the Bottom Line. The car show registration is open now and park to park for 4th of July is filling up fast.

## 5. Board of Realtors Report

Board of Realtors Rep Johnson gave stats on real estate market in Archuleta County in January. We had 40 new listings up from 26 in 2025 for an increase of 53%. We had 19 sold listings in Jan compared to 15 in 2025. The median sales price is up quite a bit at \$635K compared to \$540K last year. Days on market is 126 which is down from last year. The current inventory of homes for sale is 168 and the month's supply is at 5.1, down from 6-7 months.

## 6. Lodgers Association Report

Lodgers Association Rep Hensle said January was a little bit of a quiet start to the month, with some momentum coming in around the MLK weekend. Weekend demand remained decent but was very soft throughout the middle of the week throughout the entire month. February, we're expecting a big weekend this weekend, with momentum for Valentine's Day, new snow on the forecast and on the radar. That's helping with some short-term bookings coming in. Looking forward to March, and more importantly, spring break, lodgers in general continue to pace behind significantly from last year, and in particular because of that third week being that compounding week, that one is still a bit of a bad spot. There's concern about not impacting the entire month or having a good month right now, but fortunately we still are within a shorter booking window. Lodgers are reporting about a 30-day booking window, so there still is time to be able to impact March at this point in time. Hopefully amplifying the snow story helps. He spent some time with BPR last night, spoke with other lodgers today, and is very excited about being able to work with them, and the stories that they can tell to propel this community and tourism forward. Director said we have had a spring break video targeting the markets that we saw in 2025 running for almost a month and will run through Feb. We will be sure to highlight any snow that falls.

## VII. UNFINISHED BUSINESS

## VIII. NEW BUSINESS

### 1. B Press Relations Introduction

Director introduced the B Public Relations Team members Jordan Blakesley (CEO and Founder), April Ingle (COO), Marissa Goldman (Associate Account Director), Katie Toppin (Senior Manager, Influencer Relations & Strategic Partnerships), and Nicole Montgomery (VP, Influencers & Partnerships). Jordan and April presented to the board. Jordan said BPR was founded in 2011 with a dedicated team of 22 based in Denver with travel and tourism clients across the Western hemisphere. They offer 3 kinds of service areas, two of which they will be working with Pagosa on. The first is traditional media relations, dealing with print, online, broadcast, journalists, hosting them and pitching them stories so that they write about Pagosa favorably. They also work with social media influencers, brand ambassadors, sometimes celebrities. They do brand partnerships, influencer partnerships, and then they also have a social media and digital team, but that is not something that they are working on with Pagosa Springs. This week's trip was for immersion and to learn about Pagosa's offerings. They will take the information back and use it to form their strategy. They work closely with the CTO and will continue to work with them to promote Pagosa. BPR has a long history of working with various destinations, including Visit Dana Point, Snowmass Tourism, and Town of Frisco. They have an extensive portfolio in the food, beverage, hotel, and resort sectors, working with brands like Snooze A.M. Eatery, The Brown Palace, and Red Cliffs Lodge. They have identified several relevant trends to leverage for Pagosa Springs, such as "Water-Centric Travel," "Anti-bucket list" (under-the-radar destinations), "JOMO Travel" (Joy of Missing Out), and "Noctourism" (stargazing and after-dark activities). The initial phase involves deep-dive discovery, creating a strategy brief and a tactical calendar, and developing a comprehensive press kit. They will conduct proactive media outreach, vet incoming influencer requests, and coordinate FAM trips for journalists using funds through the CTO to maximize the budget. They will work with tourism partners around the state to be sure they are aware of things going on in Pagosa. They will look at opportunities for awards to get our name out there amongst other destinations. They have a lot of experience in crisis communication and will work with the director to develop a communication plan. They will work with Jennie on reporting, including media tracking and reporting, customized URL tracking, and Google analytics and strategy. Within 30 Days, BPR will introduce themselves as the Agency of Record (AOR) to media, influencers, and tourism partners. Within 60 Days, a full strategy brief, tactical calendar, and press materials will be finalized. The team will begin looking 6–9 months ahead for major story ideas and planning for summer events and news opportunities. Board Member Hensle said he is looking forward to working together. I think you came up with some great ideas already. I want to make sure that you have clear, measurable goals that you work out with Jennie and keep track of your success.

Board Member DuFour asked if we have a crisis communication plan in place. Director said we don't have anything specific, but we have a lot of pieces ready to roll out when needed. We have dealt with a lot of fires over the last 15 years. The flood was handled very similarly to fire situations. There is a community wide crisis unit for emergency operations. Every situation is different and there's not really a playbook. We have ideas about how best to handle it and a timeframe for when to start promoting. Board Member DuFour asked if we have consulting hours that could be used to create a more comprehensive communications plan so we aren't so reactive to unexpected events? With the flood, a lot of the response was a bit sluggish because it was also new. Director said she will work with the BPR team on a communication plan. We do not have any additional consulting hours through the CTO at this time.

**IX. NEXT MEETING: MARCH 11th AT 3:00PM**

**X. ADJOURNMENT**