



Town Hall 551 Hot Springs Blvd
Pagosa Spring, CO 81147

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

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

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

BOARD ABSENT:

I. CALL MEETING TO ORDER

II. ROLL CALL

III. PUBLIC COMMENT

There was no public comment.

IV. DISCLOSURES AND/OR CONFLICT OF INTEREST

There were no disclosures or conflicts of interest stated.

V. CONSENT AGENDA

1. Approval of the February 11th Meeting Minutes

Board Member Lucero moved to approve the consent agenda, Council Member Williams seconded.

VI. REPORTS TO BOARD

1. Financial Report

April Hessman, Finance Director asked the board if there were any questions on the February financials for the Lodgers fund in the meeting packet. County Commissioner John Ranson asked if the revenue of \$353,000 year to date is correct? April Hessman said that is correct but \$135,000 of that was from 4th quarter county lodging tax that was received in

February and \$158,000 was for Town lodging tax from December and January.

2. Chair Report

Board Chair Shane Prince said he wanted to thank Director for creating and sending the Crisis Communications Plan.

3. Director Report

Director said the April meeting will include event funding requests again. It will likely be the last round. We did receive the grant through the CTO for the wayfinding plan and river access kiosks. We anticipate to be able to start spending the money in May. Director also received notification that our final report for the 2025 Marketing Grant through the CTO was approved and congratulated us on a successful grant. Director said she has to submit invoices to the state as part of the procurement process showing what we spent the money on along with the final report. This is something the board could consider for our event funding applicants to add a level of accountability. At this time, they are required to submit a final report by the end of the year if they are planning to apply for funding in the future. Board Member Lucero said for large dollar amounts there should be some accountability. Town Council Rep Williams said he thinks the results are obvious when you give money. For example, the bronze sheep art sculptures or disc golf tee boxes. Director said those were infrastructure funds and those are obvious because we see the final product, but with events, we can't confirm, for example, that the money we funded for marketing is actually used for marketing. Board Member Dufour asked how it would be handled logistically. Director said they would submit receipts or invoices with their final report and it would be handled administratively unless there is an issue. The final reports will be available for the board to review in a google drive. There was further board discussion and general consensus was that it is important that event organizers spend the funds as the board approved and provide documentation, but tracking the funds should be done by staff. There were no objections to implementing this process this year and staff will notify event organizers about the process.

Staff will be going to the Denver Travel and Adventure Show the weekend of April 11-12th. The show brings about 11,000 consumers. Given the likelihood of staycations being a theme for summer travel and the strength of the Denver market, it seemed like a good opportunity. Director reached out to Alamosa about creating a giveaway package for a 2-night stay in each destination. She will reach out to lodgers soon. The enter to win prize package will give us lead generation.

We have added a new worksheet in the advertising schedule in the Google Drive tracking deadlines. Director has been in conversations with Precisify, looking at a test campaign for April and May, to see if we can improve the quality of the views and audience that engage with the content on YouTube. If we see success, director may recommend some changes to the fall ad campaigns. She will bring that back to the board for consideration once we have more data. Director heard about Precisify from the CTO. It is one of the co-op programs they are offering this year through the CTO. There are going to be quite a few budget cuts at the state level and the CTO will not have a fall co-op advertising program for destinations, but they allowed destinations to apply for up to \$20,000 in the spring co-op knowing that will be our only option. Director applied for \$20,000 dollar for dollar match to launch in either May or September for 6.5 million impressions. We will find out if we were accepted, the dollar amounts, and what programs next week. The CTO will still offer the social media co-op in the fall, not the paid media co-op. Board Member Hensle suggested that the paid meta report showing how the numbers shifted over the course of the year be tracked and included in the monthly director report so we can see progress and measure the results. Director said she was not able to get updated numbers from Dave Fluegge this month and is not sure if it would be a monthly report. Board Member Hensle said that it should be a requirement with our media partners to produce reports and he would like to see Google ads and Orange 142 performance. Director said Orange 142 advertising just started at the end of Feb but the fall and winter campaigns are in the 2025 data folder. Director said we could do a lift study as a measure of effectiveness, but we would have to increase the budget significantly for that.

County Commissioner Rep Ranson asked how the 250/150 planning is going. Director said we are working on a 250/150 poster as well as our Spring/Summer events poster that will print this week. There were not a lot of large 250/150 events to include on the poster. We will distribute posters, and we do have a landing page for 250/150 events on our website. Mary Jo was the lead point of contact for 250/150 in Archuleta County and staff attended a meeting in January where everyone discussed their projects with the group of about 20 people in the community from different organizations.

BPR's 2026 strategy is in the packet for review. We have a monthly recurring call with them to talk through pitches, traction, etc. Director will also meet with them in Denver next month.

4. Chamber of Commerce Report

Board Member Marchand said they welcomed 4 new board members at their last meeting. He asked if the drone show through the state was confirmed for Colorfest. Director said yes. Mr Marchand asked if we have two crisis communications teams, slate and BPR? Director clarified BPR is not a crisis team and Slate is the Town's communications firm. BPR helps us with press relations to promote the destination. Mr Marchand asked how businesses can access the How to Work with Us file? Director said we are in the process of updating it. How to Work with Us explains all the free ways businesses can promote themselves through our channels. We update it regularly and hand it out at ambassador trainings, it is included in

the weekly newsletter, and we have it available online. We have also provided hard copies of the one-pager to the chamber to hand out to new businesses when they come in. We will have the new version updated in the next month and will make sure Sandy, the Chamber Director is aware of where it can be located. Staff will be working on the ambassador program and trying to meet with businesses one on one as time allows so they will hand out the How to Work with Us overview. It would be nice for the chamber to provide the information to new members as well and encourage them to sign up for the weekly newsletter. Director said she wants to remind the board that we are not a chamber and Tourism's focus is to bring visitors to town. She has met with Sandy to talk about hosting a meeting with businesses to talk about them partnering together to create packages we can promote.

Mr Marchand said they have a business happy hour on March 19th and a business success forum Beyond the Bottom Line on April 29th. They will also be notifying businesses if they are in the enterprise tax zone, and they can reach out to the chamber to apply for those tax credits. The Chamber is trying to be a more business-centric entity instead of an events entity. The Chamber will be presenting to the board for event funding next month. They are high quality, long-standing events. A large part of the Chamber's budget comes from these events.

5. Board of Realtors Report

Board Member Johnson provided real estate stats for single family properties in February. There were 47 new listings, up from 34 last year. So we have an influx of new inventory. Sold listings in February was 14 as compared to 20 last year. Median sales price is up to \$733,950. That is above the \$675,000 median sales price last year, so that's a pretty significant jump. Days on market until sale is at about 120, giving us about 6 months of inventory. The current interest rate will hopefully stimulate some activity at 6.2%, which is the lowest it's been since 2022. Price per square foot is down from \$355 last year to about \$335 this year. The dollar volume of closed sales last February was \$21,606,000 and for February 2026 the total sales volume is \$9,978, a 54% decrease in sales volume year over year, indicating a stagnant market right now. The sales units last February was 20, this year was 14, so we had a 30% reduction in sold listings, but a 54% reduction in total volume. The million dollar plus price point is very stagnant right now. Price per square foot is \$335 for an existing home compared to \$400 per square foot to build a new home. With the new layer of the extra fire resiliency requirement codes, they anticipate the cost to go up at least 30 to 40%.

6. Lodgers Association Report

Board Member Hensle said February was mixed. The lodgers saw soft mid-week demand. They saw a massive pop over Valentine's weekend with the snow storm. A number of lodgers reported a significant gap in inventory that was remedied before the weekend. Wolf Creek having parking issues brought people back into town to book day of and stay overnight. The recent snow helped with spring break bookings, but they are starting to see cancellations come in with the warm weather. Overall, the booking window is compressed below 30 days. The Lodgers Association is working on an internal anonymous survey that would create an internal Smith Travel Research Report modeled after the same questions they ask. It will report on occupancy, pace, and booking windows. They are hoping to have that live and available next month. They are doing their annual retreat in April to establish some year-long objectives and focus points.

VII. UNFINISHED BUSINESS

VIII. NEW BUSINESS

1. 2026 Tourism Events Discussion

Director said she failed to include the cost of trash and recycling in the packet which the board agreed they wanted to continue this year. We anticipate that being about \$3,500. So when added to the \$8,375 for the staff-organized events, we are looking at \$11,875.

Staff attended a Big Springs Clean meeting this morning with the County, Town, and PLPOA. It will be a voucher program for 2026, distributing vouchers throughout the month of May. The voucher will give every resident in the county an opportunity to take a truck or trailer load to the landfill. Instead of a 2-3 day window, they will have the entire month. With the high cost of ground beef, it seemed like an easy option not to do a big community BBQ. We will do a volunteer trash clean up along the river on May 2nd and an ice cream social at the visitor center. Director will reach out to the chamber, main street and other groups to see if they want to volunteer.

The Hootenanny was organized by a 3rd party last year to take care of the music portion. Mother nature has been problematic for that event in the past. Unless the Board suggests otherwise, staff's recommendation is to not have a larger Hootenanny event with alcohol, food trucks and live music in 2026. Parks & Rec will still hold the trick or treating event.

The annual holiday lighting contest costs \$4,375 in prizes for the 9 winners of 3 different categories, plus minimal costs for printing proportional materials. Currently, the prizes are the following: residential 1st \$1000, 2nd \$500, 3rd \$250; businesses receive advertising equivalent in Pagosa Springs SUN 1st \$1000, 2nd \$500, 3rd \$250; storefront window receive advertising equivalent in Pagosa Springs SUN 1st \$500, 2nd \$250, 3rd \$125.

Old Fashioned Christmas Celebration is scheduled for Saturday, December 19th from 5-7pm. The event costs approximately \$4,000, which includes the free annual ornaments, band, stage and heater rentals, and minimal costs for printing.

There were no objections to adding these tourism-organized events for a vote at the April 8th Event Funding meeting. Director said there is about \$63,600 remaining in the budget for event funding and many applications to review next month. Town Council Rep Williams asked if we could use reserves to fund more events. Director said the board can recommend spending out of reserves but with the IGA, it would need to go before the Town and County. Town Council allocated infrastructure funds for the downtown reconstruction project last year and again for this year so we do not have any extra infrastructure funds available. Director met with an event organizer from Four Corners Flyers today. Since they applied for and received funding in January, their event has been picked up by the Professional Disc Golf Association, and the course is now designated as one of 20 courses in the nation for professional disc golf. They might be coming back to the board with an additional funding request next month.

2. Crisis Communication Plan Discussion

Director included the Crisis Communication Plan in the packet. This was compiled by staff and reviewed by the PR Team and David Harris to make sure that we're aligned with local emergency operations and their processes. Board Chair Prince said he appreciates how detailed and comprehensive the plan is.

IX. NEXT MEETINGS

Wednesday, April 8th 2026, 3:00pm at Town Hall

X. ADJOURNMENT