



Town Hall - 551 Hot Springs Boulevard
Pagosa Springs, CO 81147

MINUTES

Pagosa Springs Area Tourism Board Meeting
March 5, 2025 @ 4:00 PM

A regular meeting of the Pagosa Springs Area Tourism Board was called to order on March 5, 2025, at 4:00 PM in the Town Hall - 551 Hot Springs Boulevard.

BOARD PRESENT:

Board Member Johnson, Board Member Lucero, Board Member Dufour, Council Member Williams, Board Member Thornton, Shane Prince, Sarah Mashue, Board Member Marchand, and Board Member Ranson

BOARD ABSENT:

I. CALL MEETING TO ORDER – Meeting was called to order at 4:02pm

II. PUBLIC COMMENT – There was no public comment

III. CONSENT AGENDA

1. Approval of the February 5th Meeting Minutes

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

Carried.

IV. REPORTS TO BOARD

1. Chair Report

Board Chair Lucero explained to the Board that we have a lot of funding requests to consider and the amount requested far exceeds the amount of available funds. We also have some uncertainty about 4th of July and fireworks and may get some requests from the Town to help with that. He asked the board to keep in mind that the Halloween Hootenanny and event cups comes out of this budget as well. Council Member Williams stated that last night Town Council decided to not have the 4th of July Parade because of the CDOT construction project and instead it will be an event at Yamaguchi Park.

2. Director Report

Director welcomed two new Board Members. John Ranson is our new County Commissioner Rep and Austin Marchand is our new Chamber of Commerce Rep.

Town Council and the Board of County Commissioners have mentioned possible uses of lodging tax in recent discussions. It is anticipated the two boards will include this topic, as well as possibly asking voters to increase Town and County lodging taxes, on an upcoming joint Town / County work session. The next joint work session is scheduled for Monday, March 17th at 5pm at Town Hall. Recent discussions have mentioned using lodging tax for Sports Tourism Infrastructure (baseball, soccer, etc), Recreation Center, Large competition-sized pool, Town to Lakes Trail, Multipurpose Pavilion, Event Venue / Conference Facilities, Sanitation, Housing, Early Childcare and miscellaneous Property Purchases.

Director showed the Board a sample of plastic color changing event cups that we have ordered for a

trial. It turns out QR codes can't be printed on plastic or rounded surfaces, but we will have the URL with the logo instead. Construction will now begin 3/24/25. Director has been involved in most planning meetings and has provided a list of items Tourism is working on in regards to construction in the Director Report.

Director asked if there were any questions about the Director Report. Board Member Mashue asked for an update on the Visit Pagosa Springs magnets that Director presented at the last meeting. Director stated she is still working on getting a list of vacation rental properties from the county but has not received a response. She knows she can get the list from the town and has reached out to some of the larger property management companies. The Wyndham is discussing getting a sticker they can put on check in information. Director would like feedback from Shane Prince on that. Director would like to get all of that in order and do a mass distribution. Board Member Thornton suggested a PDF that could be sent out and the page could go in the required binder at the STR's. Director stated she thinks the magnet will get more eyes on it. Board Member DuFour suggested reaching out to PLPOA for a list of STR's. Director stated she is hoping to have the first round of distribution done before construction begins.

V. NEW BUSINESS

1. **Board Chair Lucero explained that there are several options the board could consider with the Event Funding today. There is a possibility the Director may be able to free up some other funds for events but would need to present this to Town Council since it is a change in the approved budget. The Board could move forward and consider the event funding applications today with the funds that are remaining or the board could table the event discussions and decisions until next month when there could possibly be more funding available. Board Member Thornton recapped that we had \$100,000 budgeted for event funding, we have already approved \$50,750, but we also have almost \$30,000 we need to use to fund the Hootenanny and the event cups and other items we have already committed to. So that would only leave about \$20,000 for all of the events to consider today. He suggests we wait to see if we have more funds available next month. Board Member Prince asked if anyone's events are critical to have a decision today. Mary with The Springs Resort Pints, Pools and Paddles stated they were hoping to have a decision today. They are asking for \$5,000. Board Member Johnson asked where the additional funding would come from. Director explained she just got put on the agenda for the Town Council meeting on 3/18/25. There are a lot of unknowns right now but we did budget for a staff person that we don't intend to fill the position so there is potentially some room in the Tourism budget. We don't know if the CDC Internship program will get funded this year so we may have to hire another part time Visitor Center staff for the summer. This may require a budget amendment with Town Council. Town Council asked the Tourism Board to not spend any infrastructure funds this year. Director would like to ask if they would give us a portion of that to fund some of the events given the construction project and uncertainty with fire season this year. Director would have a more clear understanding of how much funding we have to work with for the April meeting. We may also have more clarity on 4th of July by then. Board Chair Lucero asked if it would be possible to schedule a special meeting just for event funding after the Town Council meeting to speed up the process. Director agreed that would be an option after March 20th. Staff will be in touch with the Board and applicants when Event Funding meeting has been scheduled.**

2025 Events & Funding Budget

Shane Prince moved to table the event funding applications and decisions until after the March 18th Town Council meeting, Board Member Thornton seconded.

Carried.

2. **Tourism Related Events and Event Support**
3. **Event Funding Application - Pagosa Springs Artists Studio Tour**
4. **Event Funding Application - Pickle in Pagosa**
5. **Event Funding Application - Spanish Fiesta**
6. **Event Funding Application - Chamber Grilling and Distilling**
7. **Event Funding Application - Pints, Pools & Paddles**
8. **Event Funding Application - Hot Springs Fest**
9. **Event Funding Application - Pagosa History Museum**

VI. OLD BUSINESS

1. AI Trip Planning Tool for Website

Director stated she would like to delay this item as well because staff is unlikely to have time to move forward with this in the next month.

2. Event Funding - 4th of July Summer Concert Series

Tabled

3. Other Discussion

Brian Calabozetta with Multi-Purpose Pavilion (MPP) will come to April meeting. Director and Town Manager have met with Brian and have a better understanding of his request to the board. He would like the board to commit funds for the MPP and they will also apply for more grants. There is a lot of uncertainty around grants at this time. The Town has bumped the MPP grants in order to pursue other grants. They need 3.5 million to do the MPP project so the \$500,000 we have in the restricted fund would be a very small piece. Council Member Williams stated the Town has set aside land for the MPP at Yamaguchi Park. Board Chair Lucero explained the \$500,000 the Board set aside was not earmarked for an ice rink project. It was earmarked for a larger event venue.

Board Member DuFour asked for an update on Destination Blueprint. Director explained Dave is currently doing an audit on the education pieces and Director will have an update in April.

Board Chair Lucero encouraged lodging reps to attend the joint work session coming up regarding lodging tax. Board Member Mashue explained she is trying to establish a community with the lodgers and hoping to build a quarterly meeting with lodgers, Director and David Harris. She asked for the Board's support on this and Board Member Prince stated he would be happy to help her with this. Board Member Mashue asked Director if she knows what is being proposed with the lodging tax increase. Director explained right now the county is under State statute is limited 2%. Dylan Roberts who proposed that House Bill 1117 is proposing allowing counties to go from 2% to 6%. She anticipates the county commissioners going to the voters in November to really expand use of lodging tax and also increase the lodging tax rate. County Commissioner John Ranson stated they are planning to discuss this at their meeting tomorrow. Everything they are hearing from CCI says it is expected to pass. Council Member Williams stated he was on a conference call today with 600 people, Hickenlooper, the Governor and counties and towns around the state. The state is short one-billion dollars and they don't know what the effect of the fed's funding freezes will be because it runs down all the way to the counties. Director added she sent a letter to the USDA requesting caution with Forest Service layoffs

with the dry winter we had and upcoming fire season. She has not received a response to her letter.

Council Member Williams stated Veronica Medina and Warren Brown are in Washington DC now. John Ranson stated they will have an update from the commissioners in DC at their work session tomorrow. Board Chair Lucero encouraged everyone on the board to look at our mission and funding parameters in regards to the event funding applications.

VII. NEXT TOWN COUNCIL MEETING APRIL 2ND AT 4:00 PM

VIII. ADJOURNMENT – Meeting was adjourned at 4:35pm.