



Town Hall - 551 Hot Springs Blvd.
Pagosa Springs, CO 81147

MINUTES

Pagosa Springs Area Tourism Board Meeting
May 7, 2025 @ 4:00 PM

A regular meeting of the Pagosa Springs Area Tourism Board was called to order on May 7, 2025, at 4:00 PM in the Town Hall - 551 Hot Springs Blvd. .

BOARD PRESENT: Board Member Johnson, Board Member Lucero, Board Member Dufour, Council Member Williams, Board Member Thornton, Sarah Mashue, and Board Member Ranson

BOARD ABSENT: Shane Prince and Board Member Marchand

I. CALL MEETING TO ORDER – Meeting was called to order at 4:06pm.

II. PUBLIC COMMENT

1. Shawna Snarr with Vets 4 Vets

Shawna was present at meeting to talk about July 4th 2026 USA 250/Colorado150 celebration. She has taken the lead on this on behalf of Vets 4 Vets and American Legion. She has had discussion with the Town, County, and several non-profits. She is working on Pagosa's Party in the Park with the goal of trying to keep people in town, provide Met shuttle transportation to and from each event. There are three events going on that day, Park to Park, Red Ryder, and this new celebration which is in lieu of a parade. Right now she is working on a grant and has asked for the maximum amount of \$100,000. The money would be used for an all day event from 10am until the grand finale fireworks in the evening. The Honor Guard and Vets 4 Vets will set up the ceremony part from 10am until about 4pm and the concert will take over from 4pm until fireworks. Shawna is working with a local artist to make a logo for the event. She is looking to get the other businesses in town involved. She would like the boards input. Director suggested she and Shawna meet soon to discuss and then get her on the agenda for a future meeting to discuss further with the board. Board Chair Lucero thanked her for taking this on.

III. CONSENT AGENDA

1. Approval of the April 2nd Meeting Minutes

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

Carried.

IV. REPORTS TO BOARD

1. Director Report

Town lodging tax collections are due on the 20th of each month, following the month of collections. Reports from the Town are usually available at the beginning of each month. County collections are received quarterly from the State and are typically received about two months after the last month of the quarter. February 2025 was up 25.36% over 2024, or \$`14,269. November 2024 - February 2025 was up 19.7%, or \$45,552. March 2025 still has multiple outstanding payments, however preliminary data shows March will show an increase. The spreadsheet will be updated as soon as accurate numbers are provided by the Town.

There are a lot of projects underway. We have a trash pickup volunteer effort on Saturday with lunch afterward Downtown. It was not promoted to the outside public so we would not confuse it with Big Spring Clean which was cancelled due to the work at the landfill. We will bring back Big Spring Clean in 2026. Director has been traveling a lot over the last 3 weeks. She attended the CTO Media Reception, a Tour Colorado Meeting, and a CADMO meeting. She also met with Matt Cottle as well as Dave Fluegge, our new consultant who is doing our paid social campaigns. We are rolling out the Certified Pagosa Partner and Tourism Ambassador programs. We have had it in the weekly newsletter. We have about 10 businesses who have signed up. Director has flyers and will be on Mary Jo's livestream next week to promote it. The Chamber will help push this out. Director will attend cone zone meetings. She doesn't know when the first training session will take place. We are working on construction posters with parking map and sidewalk decals to help pedestrians navigate through downtown. We plan to have those out by Memorial Day. The new Parking signs are in the town's hands but have not been installed yet. Once we have the signage up we are going to add a parking tour on the app. We did the same for public restrooms during the pandemic. Staff is looking at other scavenger hunt ideas. Council Member Williams asked if there is any plan to put port-o-potties in the parking lots. Director will mention that idea to David Harris. Director also reported last night Town Council did approve moving the \$500,000 from the restricted fund for a matching grant opportunity for the Multipurpose Pavilion. Director is on the agenda for the BOCC meeting next week to let them know what is happening with those funds.

2. State of Colorado Tourism - Dave Santucci

Dave Santucci was present on Zoom to give the last update for the Destination Blueprint program and Tourism Trends. Dave reminded the group that we started this program by pulling a core group together, then surveyed the residents and stakeholders, conducted background research and a workshop, developed an action plan, developed the top priority "Champion the Value of Tourism" plan, content and support, reviewed and gave recommendations to launch the Ambassador program, and now we are working on the summary report.

Dave moved onto a presentation on state Tourism Trends. He explained we are facing some headwinds. International was down 12% in March 2025 vs March 2024 with Mexico down 20% and Canada down 33%. International spending is projected to be down 5%, adjusted from 16% up. US spending on travel is down 4% in Q1 2025. The CTO budget was approved but expected to be flat for 2026. An MMGY study from April 2025 showed 80% of people intend to travel but expected some modifications. 33% of travelers plan to stay closer to home and 20% expect to shorten length of trip. The Luxury market seems to be less impacted with study by Bank of America showing the spending of higher earners is flat. American Express and JP Morgan say spending is up 6%. Luxury travel and dining are doing fairly well. The Colorado luxury markets are Telluride, Steamboat, Aspen, and Cherry Creek North. Wall street Journal reports top 10% of earners spending is up in 2025.

For Q1 2025 Colorado Destination markets, the luxury markets are up mostly due to higher rates. Most destinations are down or flat. Colorado as a state has had a slow start in 2025, Durango is down 8%, Glenwood is down 12% and Chaffee County is down 7%. We are expecting lodging tax in Pagosa Springs to be up in Q1 since we were up 5% in January and 25% in February, and Sales Tax is up 9% in March. So things are going quite well in Pagosa compared to our comp sets and the rest of the state. The data shows from May 2023 to April 2024 Pagosa grew in demand for overnight stays by 5-12% each month which outpaced the state and comp sets. From December 2024-March 2025 Pagosa demand grew by 2-5%. Dave explained we have some businesses that became used to the incredible demand growth and then it cooled. It is still outpacing the state and comp sets but not crazy like it was. Dave proposes resetting the expectations in the community. We should expect higher end properties to fair better,

expect shorter stays, expect value seekers, expect slower growth. The state is expecting a flatter summer and rate will climb in the fall. They are expecting an "okay" year. Pagosa seems to be an outlier on the positive side.

Dave's recommended actions are to keep it up! Continue or increase marketing to gain market share. Make plans now for 2026 marketing to international to capitalize on pent up demand. Target luxury market for longer haul travelers and target closer to home visits (TX, NM, CO). The Dean Runyan report will be out in a few weeks and Dave expects Pagosa to show a good 2024 compared to the state and comp sets.

3. Brews for Rescues Recap

Board Chair Shane Lucero gave the board an update on Brews for Rescues on 4/26/25. The event was great! They had good weather. They had about 650 attendees, only 207 were locals, over 120 from the Denver area and many from Los Alamos and Albuquerque. Many were people who have attended in the past. They had attendees from Salt Lake, Idaho, Tel Aviv. They track online with tickets sales and also at the gate. They had brewers in town and also included Caldwell's Bar and the Roadhouse. The cups worked out great, only noticed a few in the trash at the end of the day. The stage set up went well. This was the 4th year for the event and it has moved to three different locations. The Fairgrounds worked out great, easy parking, no port-o-potties needed.

V. BOARD COMMENTS / UPCOMING AGENDA ITEMS

- 1.** Board Member Mashue let the board know the lodgers have formed an association. They have a board and will be finalizing their bylaws tomorrow. They have had three meetings in the last 2 weeks and will meet quarterly moving forward. They have had about 8 properties attending the meetings. Anne Marie is the Chair, Kelly is the secretary and Jesse is the co-chair.

Council Member Williams asked if we could consider using some of the extra lodging tax funds this year to fund more events. Director explained it would be a budget amendment so she would have to go before the town and county for approval. Anything above the budgeted amount goes into reserves. Gary stated we need to pull out all the stops to get people here during the construction project so maybe we could use the money this year to have more special events. Director stated she has not received any additional event funding applications. She has had some infrastructure requests but Town Council asked the board to not use the infrastructure funds this year. Some of the requests are coming from Council members. Director is still meeting with the different entities so she understands their projects and what the needs might be. David might be bringing something to Town Council for the 2025 Infrastructure line item. Board Member DuFour suggested since the construction will wrap up for the winter we might want to capitalize on winter events between 12/1-3/15. Director is willing to hear any ideas. We want to get the best use of money from a Tourism standpoint.

VI. NEXT TOURISM BOARD MEETING JUNE 4th AT 4:00 PM

VII. ADJOURNMENT