



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

AGENDA

Pagosa Springs Area Tourism Board Meeting
Wednesday, July 2, 2025 @ 4:00 PM

- 1. REMOTE PARTICIPATION**
Join Zoom Meeting By Computer - <https://zoom.us/j/83084299477>
Dial by Phone - 1-669-900-6833 US - Meeting ID: 830 8429 9477
- I. CALL MEETING TO ORDER**
- II. PUBLIC COMMENT**
- III. CONSENT AGENDA**
 1. Approval of the May 7th Meeting Minutes
[Minutes_050725](#)
- IV. REPORTS TO BOARD**
 1. Chair Resport
 2. Director Report
[Agenda Brief - Director Report Jul25](#)
- V. NEW BUSINESS**
 1. Open STR Seat
[Agenda Brief - Open STR Seat](#)
 2. Blue Room Research Update
 3. Fluegge Consulting Update - Paid Meta Advertising
 4. Discussion with Lodging Association
- VI. OLD BUSINESS**
- VII. BOARD IDEAS AND COMMENTS**
- VIII. NEXT TOURISM BOARD MEETING AUGUST 6TH AT 4:00 PM**
- IX. ADJOURNMENT**



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.

Pagosa Springs Area Tourism Board
May 7, 2025

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,

Pagosa Springs Area Tourism Board
May 7, 2025

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



AGENDA BRIEF

MEETING: Pagosa Springs Area Tourism Board - 02 Jul 2025
FROM: Jennifer Green, Executive Director

PROJECT:	Director Report
ACTION:	Update and Discussion

PURPOSE/BACKGROUND:

TOURISM BOARD INFORMATION

The google drive folder featuring all materials related to the Tourism Board continues to be updated. The folder includes a variety of information, such as meeting minutes, contact information, brand overview, marketing plan, budget, research, bylaws, data, statewide research, mission statement and much more.
https://drive.google.com/drive/folders/12Cy6vSyq_8oF5_nEMsG0tfe8aZgPV3Hu?usp=sharing

LODGERS TAX FINANCIAL 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.

For Town collections, payments are still outstanding for March. April reflected a slight decrease of 1.52%, or \$655. May reflects an increase of 19.46%, or \$12,367. Town collections year to date reflect a 6.18% increase over 2024, or \$18,663.

Q1 County collections reflect a 12.32% increase, or \$14,311. Combined Q1, reflects an increase of 8.03%, or \$24,788, with Town payments still outstanding for March.

The full detailed report is available through google drive:
<https://drive.google.com/drive/folders/1VCvv4F3PFlixRkzwkXxmdAMoVS-9Ksrp?usp=sharing>

BLUE ROOM RESEARCH

The most recent report through Blue Room is in the 2025 data folder on google drive:
<https://drive.google.com/drive/folders/1BhAKSC8LD5zdX2ZogJX1oJK17RSDZm9o?usp=sharing>. A separate report has been included in the drive with analysis of Spring 2025 advertising campaigns.

VISITOR CENTER UPDATE

The Visitor Center lobby is open 7 days per week from 10am - 4pm. We aim to be open 362 day a year, closed only on Thanksgiving, Christmas and New Years. Continuous promotion of the app across all channels helps complete the virtual operations. We currently have two part time staff ensuring hours of operation and one very part time filler; Director manages day to day operations and is on call 7 days a week for any issues that arise. We have seen strong app usage and scavenger hunts since May 1st. The most recent report in the data folder.

STAFFING UPDATE

The Tourism Department currently has three (3) full time employees: Director, Marketing Manager and Administrative Assistant, plus 2 part time visitor center employees and one bonus very part time person to help fill in weekends, holidays and summer. All employees report to the Director and the Director oversees all activities, projects and manages visitor center operations. Director is taking on a lot of additional work in order to keep the rest of staff okay.

Staff compiled a list of tasks handled in June for review (in packet). Staff continues to step up, continued to handle all tasks and provide all of the services expected and requested.

CONSTRUCTION PLANNING / MESSAGING

Director is actively involved in many things construction:

- **Completed:** High traffic area large poster signage, temporary pedestrian signage, and scenic overlook signage
 - Multiple have been distributed, but more large posters are available for high traffic areas
- **Printed:** Sidewalk Decals - Director will install on 7/2
- **Ongoing:** Distribute magnets, stickers and / or table tent options to area lodgers
- **Completed:** Downtown parking "tour" added to app
- **Ongoing:** Discussions with MET for more ways to move visitors through community

Tourism staff has distributed all of the temporary people moving signs currently in place, with more for parking lots and other high traffic areas. The aluminum pedestrian signs are printed will be installed by other town departments.

Tourism budgeted \$20k for construction messaging in 2025, and with all of the efforts in place we have spent less than \$10k so far. Director feels like the amount budgeted will cover needs for remaining of 2025.

SOCIAL MEDIA UPDATE

- Facebook - www.facebook.com/visitpagosasprings: 39,806 followers
- Instagram - www.instagram.com/visitpagosa: 26,439 followers
- Twitter / X - www.twitter.com/visitpagosa - 2,192 followers
- Youtube - www.youtube.com/visitpagosa - 1,550+ subscribers; 325,187 video views
- TikTok @visitpagosa - 3,785 followers, 20.1k likes

All detailed social media data can be reviewed in the google drive by month:

<https://drive.google.com/drive/folders/1U7dqMzDtkH4YsLLSVySGWHeQqe1Qb1Fw?usp=sharing>

RECENT & UPCOMING PROMOTIONS

The 2025 Marketing Plan was presented to the Tourism Board during the December meeting. The following link is the 2025 marketing plan: <https://drive.google.com/drive/folders/1MjwPBL1yklxftMoj8sftWVOWykPWwlqL?usp=sharing>

Spring advertising has wrapped up. Blue Room Research provided an analysis on Orange 142, Atlas Obscura and Placer (mobility data). All reports are in the 2025 Data folders:

<https://drive.google.com/drive/folders/12CQihQMMyF2V3R5sFNzvTrVMfzlrXMWVB?usp=sharing>

In April, we began working with a consultant to handle paid social. Results are impressive. We are also seeing organic social engagement increase as the campaigns have been running. Fluegge Consulting will be on zoom during the July meeting to discuss strategy and results.

Director plans to continue paid Meta ads through the summer. Director and Fluegge Consulting meet regularly to tweak ads and adjust budgets to maximize results.

Additionally, staff is running ads on Hulu and Youtube through August. In late August, our fall ad campaigns will begin. The ad placement schedule has been updated with everything committed thus far. Fall and early winter campaigns have not been committed.

Lastly, Alamosa and Pagosa have begun to work on 2025 CTO grant, to launch late summer / early fall. The grant focuses on international tourism efforts in UK and German-speaking markets. On Wednesday, May 14th, we had 14 different German Tour operators (4 different groups) in town to get a first hand experience in Pagosa. Our efforts to reach the German-speaking markets are paying off. While international travel is down in the US due to many factors out of our

control, the UK and German-speaking markets are still booking and traveling. Colorado is typically the 4th visit to the US (NY, FL and CA and National Parks are typically the first few visits). Colorado's international visitors are experienced US travelers and are not as impacted by political changes or other concerns. The most impacted international markets showing strong declines are Canada and Mexico, neither are key international markets for Pagosa.

Director attended IPW in Chicago June 14th - 19th. Overall, tour operators expressed decreased bookings to the US, however Colorado is faring better than other markets. Germany is down compared to 2024, but 2024 reflected a huge increase over 2023. Tour Operators weren't overly concerned.

Interesting side note, the two reps hosted from Ruck Zuck Urlaub on May 14 & 15, which was a direct result of Director attending CTO German sales mission in October 2024, had an especially interesting visit. Director took them on a tour of Chimney Rock on May 15th and the forest service ranger at the Great House used to work with Get It Across in PR, the German-based agency that promotes Colorado to German markets (through the CTO). It was a small world moment, as we all had the same connections / friends. Additionally, when we got to the Great House, there was another German family there.

PRESS & MEDIA RELATIONS

All media tracking can be found at: https://docs.google.com/spreadsheets/d/1d1pXYOK_IUk6dxSps9b9GRvNJ2_-4UNh5XLrVzFIs2g/edit?usp=sharing.

DESTINATION BLUEPRINT

This effort is wrapping up. Staff continues to work with website vendor on adding Resources and Blog feature on website. A fire dousing video ad has been running on social for the last month, we intentionally opened it up for local audience to see, to increase local knowledge of visitor education efforts, which was a weakness uncovered with Destination Blueprint. The final report has been included in the packet for review. Staff has a lot of work to complete all of the tasks outlined. Director is scheduled to present to Rotary in early August.

SIGNAGE

Director completed and ordered all signs in queue. Director worked with multiple Town departments, USFS and MET transit on multiple needs.

CERTIFIED PAGOSA PARTNER & TOURISM AMBASSADOR PROGRAM

Mary Jo and Director held the first in person training for at Friday, June 20th from 12-1:30 with 18 people in attendance. We are working on scheduling more dates and figuring out ways Online training is on hold until after July 1st, as the CTO is updating their learning labs.

Program Overview:

https://docs.google.com/document/d/1piw3fbr0QyLL8bXZMUyR3w4WimvGrm_JS16nYqBIWT4/edit?usp=sharing

Sign Up Form: <https://docs.google.com/forms/d/e/1FAIpQLScq8gNQPKTJklvj0cC99rM8ysE4e5-DBoH--9c-utTySaKrQQ/viewform?usp=header>

Training Slides: https://docs.google.com/presentation/d/1trzX1-77SX2PbywuDCQ4Q8p5UXgo5wZWDjaL8_J5Vz8/edit?usp=sharing

IGA UPDATES

Director has been working with elected officials to update the IGA between the Town and County on uses of lodging tax. The changes to the IGA are intended to clarify the staff reporting structure and update terms from 2 to 3 years. The budget process will remain the same, however, both the Town and County are pursuing additional ways to utilize lodging tax. Once a closer to final version is available, it will be made public. The Town and County reviewed and discussed a version during their May 19th joint meeting. The County attorney recommended some language clarification.

ADA COMPLIANT WEBSITE

Staff worked with website vendor to ensure the website adhered to the new state requirement for ADA compliant websites. The changes were in place in advance of the July 1st deadline. We will continue to monitor this and make enhancements as needed.

ATTACHMENTS:

[Pagosa Springs Destination Blueprint Mentor Summary Report](#)

[June 2025 Staff Updates](#)



Destination Blueprint Mentor Summary Report Pagosa Springs Area Tourism Board, Archuleta County

Pagosa Springs Area Tourism Board (PSATB) was approved to participate in the Destination Blueprint Program by the Colorado Tourism Office in July 2024. The purpose of this mentor project was to advance priority actions that emerged from PSATB's participation in the Destination Blueprint Program.

Throughout its participation in the Destination Blueprint Program, PSATB was paired with Dave Santucci, Principal Consultant for Mission2Market, a mentor with 20 years of experience in destination management and marketing.

PSATB began its work on the Destination Blueprint Program by assembling a core team of local tourism leaders to provide input on a destination assessment. The destination assessment included background research, a visitor profile study, and resident and tourism stakeholder insights.

PSATB then hosted a community visioning and action planning workshop in fall 2024 to align on a series of tourism priorities and develop an action plan to advance destination stewardship. Upon completion of the work, PSATB worked with its mentor to deliver 100 hours of consulting to conduct the activities listed below.

Objectives

Project objectives included:

- conduct an audit of current resident and stakeholder communication channels
- develop content that captures three stories that champion tourism management in Archuleta County to be distributed to residents and stakeholders over a 3-month period
- develop a step-by-step guide for PSATB to create and distribute content to champion the value of tourism management
- review and provide suggested improvements to a developing tourism ambassador program



Results

PSATB achieved the following results through the Destination Blueprint Mentor project:

- audit of current resident and stakeholder communication channels including review of current messaging, reach of various channels and recommended strategies to improve outreach to visitors and residents
 - [communication audit](#)
- content highlighting case studies of PSATB's efforts around tourism management in Archuleta County to be distributed to residents and stakeholders through social media and digital communication channels
 - [wildfire safety content including social media, newsletter, and blog content](#)
 - [visit responsibly content](#)
 - [tourism partner communications content](#)
 - ["About Us" webpage content for Visit Pagosa Springs webpage](#)
 - ["Resident and Partner" webpage content for Visit Pagosa Springs](#)
- step-by-step guide and bimonthly communications calendar for PSATB to develop and distribute champion the value of tourism management content through 2025
 - [step-by-step guide](#)
 - [communications calendar](#)
- champion the value of tourism management presentation for public outreach and stakeholder engagement opportunities
 - [slide deck](#)
- feedback on suggested improvements to a developing tourism ambassador program
 - [tourism ambassador program review and recommendations](#)

Recommended Next Steps

Immediate - Now through August 2025

1. finalize and distribute champion the value of tourism management content
2. develop an "About Us" webpage on the Visit Pagosa Springs website for champion the value of tourism management content
3. publish the first blog post and promote related content aligned with the communications calendar theme through email, social media, and ambassadors
4. share champion the value of tourism management content via the town newsletter, stakeholder emails, and the Pagosa Springs Chamber's communication channels to increase resident and stakeholder awareness of PSATB's efforts



5. launch the tourism ambassador program with champion the value of tourism management content to educate frontline staff and visitors on PSATB's tourism management efforts and best practices
 - a. finalize the program structure with recommended incentives (gift cards, lapel pins, off-peak perks such as hot springs or ski passes good for off-peak times)
 - b. encourage and/or incentivize ambassadors to complete relevant Colorado Tourism Office Learning Labs
6. present the champion the value of tourism management slide deck during public and stakeholder meetings (e.g., town council, or the Pagosa Springs Chamber) to build awareness of current management efforts

Short-term - September to December 2025

1. continue publishing bi-monthly champion the value of tourism management content including the responsible visitation article
2. utilize provided champion the value of tourism management content as template for ongoing bi-monthly communications about PSATB's tourism management efforts
3. expand the stakeholder email list by integrating newsletter signup links or QR codes on the website, visitor center signage, and other appropriate areas
4. launch the proposed Visit Pagosa Springs LinkedIn page
 - a. invite followers of relevant pages such as the Pagosa Springs Chamber to follow the new LinkedIn page
 - b. promote the champion the value of tourism management content via this channel along with other relevant tourism content

Long-term - January 2026 to June 2027

1. populate the editorial calendar with new champion the value of tourism management content and follow the established process to promote to residents and stakeholders
2. integrate champion the value of tourism management messaging into PSATB's core presentations, staff onboarding, and annual tourism reports
3. gather feedback from ambassador program participants to refine or expand ambassador content that champions the value of tourism management
4. conduct a follow-up audit of the effectiveness of resident and stakeholder communications and adjust the distribution plan accordingly
5. conduct a resident sentiment survey in the first quarter of 2027 and compare results to 2025 survey with the goal of understanding the effectiveness of resident and stakeholder communications in improving tourism sentiment locally



About Destination Blueprint Program

The Destination Blueprint Program supports Colorado tourism destinations to foster industry resilience. Awarded destinations receive a destination assessment, a full-day workshop, and 100 hours of consulting from the Colorado Tourism Office.

Contact Information

Hilary Lewkowitz
Director of Destination Development & Sustainability
Colorado Tourism Office
hilary.lewkowitz@state.co.us

Faith Overall
Destination Stewardship Manager
Colorado Tourism Office
faith.overall@state.co.us

Dave Santucci
Destination Blueprint Program Mentor
Mission2Market
dave.santucci@colorado.com

June 2025 Staff Updates

General Tourism

- Compiled report(s) for Town Council
- Process invoices for payment and monthly credit card reconciliation
- Attended weekly Department Head meetings
- 3 of 5 staff attended CPR training; remaining 2 are scheduled for July 17th
- Weekly+ Tourism staff meetings and project review / collaboration
- Finalized work with CTO Consultant on Destination Blueprint Workplan; held wrap up call with CTO team
- Staff completed online monthly required Town trainings
- Weekly Events Newsletter with updates / info for local business and stakeholders (230+ subscribers)
- Developed and began rolling out Certified Pagosa Partner & Tourism Ambassador Program - first in person training conducted June 20th
- Organizing more in person training for bars / restaurants, Wyndham, etc - we will continue to have in person trainings throughout the remainder of 2025
- Online trainings should be available through CTO beginning in July
- Development / production of visitor wayfinding through construction (aligned with CDOT team)
 - Temporary laminated purple signage (with CDOT approval)
 - Aluminum purple pedestrian signs - **completed; other Town departments in charge of installation**
 - Large poster boards distributed; more available for high traffic areas
 - Other construction signage as needed
 - Sidewalk decals are ready; Director to install July 1st
 - Added Public Parking tour to app highlighting parking locations, mapping and time restrictions - visitor center staff has been highlighting this and feedback from visitors has been very positive
- Prepared staff, website and visitor center messaging for Stage 1 fire restrictions on July 1st
- Worked with fireworks vendor and local partners for 4th of July fireworks
- Ongoing Monitoring of trends in tourism

Marketing / PR

- Continued working with Fluegge Consulting on paid Meta / social campaigns - currently running 3-4 concurrent campaigns
 - Staff develops content that Fluegge Consulting is leveraging
- Created new videos for Hulu and Youtube ads running July and August
- Met with Sojourn to discuss different ad placement strategies for August - December
- Sent monthly email to visitors (75,000 subscribers), updated design to be mobile-friendly
- Continued distribution of Refrigerator Magnet with QR code to direct visitors to key information - to distribute to area vacation rentals and other properties; with new landing page for upcoming important info ie construction, fire restrictions, etc

- Distribution of business cards with QR codes linking to welcome page
- Completed coasters for bars / restaurants linking to welcome page with safe ride options included - to be distributed week of June 30th
- Create / Plan monthly social calendar with posts and reels for Facebook, Instagram, TikTok, and YouTube Shorts
- Monitor social media platforms daily, reply to comments, answer questions, provide resources/links as needed (many platforms!)
- Worked with website vendor on site fixes / enhancements - new blog, business resource sections to launch in July
 - Staff working on content
- Updated website for ADA compliance
- Film original reels - involves planning, traveling locally to film outdoor locations or collaborate with businesses (ie PSCA), and editing
- Call with Crowdriff to review assets, galleries, issues, learn new tactics and more ways to use the platform
 - Director negotiated annual reduction in platform licensing from \$18,900 to \$10,000
- Google Ads meeting, learn new performance max and ways to optimize ads
- Review Colorado.com PS pages and report updates/changes
- Switched website to summer
- Director attended IPW in Chicago June 14-19, meeting with over 50 tour operators (still actively bring visitors to Colorado)
- Attended meetings with CTO for website, marketing committee and International promotions committee

Events

- Compile weekly Events & Live Music
- Add events to website
- Assisting event organizers with promotion
- Managing stage, trailer, and all various requests
- Filming / photography at local events
- Working with Event Organizers to reserve event services (trailer, stage, trash, recycling)
- Compiled 4th of July poster - distribution week of June 9th
- Created small flyer of 4th of July events for visitors
- Continued distribution of Spring/Summer 2025 Events poster
- Ordered directional yard signs for special events - to help visitors navigate to events at Yamaguchi

Visitor Center

- Updated Travel Planner - to be printed in July
- Updated lodging brochure
- Processed leads and mailed Travel Planners
- Update restaurant hours on spreadsheet shared with businesses and visitors

- Staffed visitor center and assisted visitors 10am-4pm daily - busier season requires 2 people most days (with very small team)
- Handing out stress ball construction cones to any visitors that express issues with construction

Data Analysis

- Director pulled monthly overnight visitation reports from Placer for 2024 and 2025
- Director reviewing POIs for businesses impacted by construction
- Met with other Town staff to provide overview of POIs for their uses
- Monthly Analytics reporting and review to inform content calendar
- Compiled monthly data
- Worked with Blue Room Research on monthly report

Signage

- Placed order with Newman Signs for the following:
 - Country Center Drive, Riverwalk Park Rules, MET bus stop signs
- Met with MET about signage for future bus kiosks
- Discussed signage with Town planning department for 2026 Bob's LP river access



AGENDA BRIEF

MEETING: Pagosa Springs Area Tourism Board - 02 Jul 2025

FROM: Jennifer Green, Executive Director

PROJECT: Open STR Seat

ACTION: Discussion

PURPOSE/BACKGROUND:

The Tourism Board has an open STR seat. Lance Thornton resigned in early June, as he and his wife moved back to Texas to be closer to family. Notification seeking applications were sent to local media to solicit interested parties to apply. The application process was open and advertised for more than 2 weeks, with the deadline to receive applications by 5pm on June 27th. One application was received from Stuart Scull, a previous applicant for the Tourism Board and owner of VIP Vacation Services, which manages over 90 vacation rentals in the community.

ATTACHMENTS:

[Tourism Board App - Stuart Scull](#)



Pagosa Springs Area Tourism Board Application

Date of Application: 6/26/25

Please complete the following information in full and return it to the Tourism Director at sales@visitpagosasprings.com. Appointments are made collectively by the Town Council and the Board of County Commissioners (BOCC). Do not attach additional information to this application, i.e., resume, cover letter. If you have any questions please contact the Tourism Director at the above-listed email address.

Applying for the following Seat: (select one)

- At-Large Member
 Short Term Rental (STR) Member
 Hospitality/Recreation Member
 Lodging Member

Applicant Information

SCOLL STUART C 818-963-0836
 Last Name First Name MI Cell Phone
83 HEATHER DR. PAGOSA SPRINGS, CO 81147
 Physical Address Street Address City State Zip
N/A
 Mailing Address (if different) PO Box City State Zip
STUART @ VIP COMPANIES INC. COM
 Email Address


Are you a resident of Archuleta County? Yes No
 Are you currently serving, or previously served, on any Boards or Commissions for the Town of Pagosa Springs or Archuleta County? If yes, please list the boards. Yes, _____ No
 Please list any training, experience, education, or skills that you believe would enhance your ability to serve on the Tourism Board:

1) SERVED ON STR TASK FORCE. 2) SERVED ON 2 CORPORATE BOARDS 3) OWN 3 BUSINESSES IN TOWN, VIP VACATION SERVICES W/ 90+ PROPERTIES, HONESPUN HOT TUBS, NAVAJO LAUNDRY

Explain why you are seeking appointment to the Tourism Board:
AS A RESIDENT I AM CONCERNED ABOUT POOR PLANNING REGARD OUR ONLY INDUSTRY - VACATION DESTINATION. I CAN PROVIDE CRITICAL DATA TO TOURISM DECISIONS. I CAN PROVIDE OBJECTIVE AND REASONABLE SOLUTIONS TO PROBLEMS WE FACE

Affirmation and Signature

I hereby certify and affirm that all the information contained in this application is true, complete, and correct. I understand that false or misleading statements or omission of important information made on this application or any time during the process may disqualify me from volunteer work for the Town of Pagosa Springs and/or Archuleta County. I understand that the BOCC and Town Council must both appoint members to Pagosa Area Tourism Board.


 Signature

6/26/25
 Date