



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

## MINUTES

Pagosa Springs Area Tourism Board Meeting  
September 3, 2025 @ 4:00 PM

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A regular meeting of the Pagosa Springs Area Tourism Board was called to order on September 3, 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, Shane Prince, Sarah Mashue, Board Member Marchand, and Board Member Scull

**BOARD ABSENT:** Board Member Ranson

1. REMOTE PARTICIPATION – The public is highly encouraged to join via Zoom conference call as space is limited in the meeting room

Join Zoom Meeting By Computer - <https://us06web.zoom.us/j/81573456458>  
Dial by Phone - 1-669-900-6833 US - Meeting ID: 815 7345 6458

### I. CALL MEETING TO ORDER

### II. PUBLIC COMMENT – *Please sign in to make public comment*

1. Bill Hudson said lodging tax income has tripled since 2013 so the lodging industry as a whole is making 3 times as much money as they were in 2013. So either this board has done a fabulous job or the lodging industry has enormously jacked up their rates. The IGA that the town and county agreed upon yesterday specifies that some of the money from the town's collections can be used for things other than marketing. We are looking at a town that is seriously suffering from a housing shortage. The PAWS board provided \$800,000 in waivers to affordable housing projects. That helped to create 63 units of affordable housing. If this board would set aside \$400,000 it could be used for down payment assistance for people in this community. The CDC she that would be a great help to get their last 3 houses sold that they are struggling to get qualified buyers for. They built 10 homes last year and scaled back to 5 homes this year because it is so hard to make this work. This would help the people who are working to run your businesses get into homes so they aren't living in trailers, RV's, and tents.

### III. CONSENT AGENDA

#### 1. Approval of the Consent Agenda

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

**Carried.**

### IV. REPORTS TO BOARD

#### 1. Chair Report

Board Chair Lucero thanked everyone for being at the meeting.

#### 2. Director Report

Director said she had a kickoff call with Mission2Market about the Visitor Sentiment Survey. We are looking to have that launched by early October and run it for at least 30 days. We will have results to

help inform the 2026 Marketing plan. We are going to be looking at the booking window for the people who did come to Pagosa, other destinations considered, if they went to another destination why they chose that destination, what activities did or did not attract them here, and general visitor satisfaction. We will review a draft of the survey in about 2 weeks. We will be looking for a couple of people to test the survey so if board members are interested in participating in the test that would be great. We would like to get partners/businesses to push the survey out to their audiences as well. We will use our email subscription base and some paid meta ads. There will be an incentive of enter to win a \$250 gift card if they complete the survey.

The updated IGA was approved by both the Town and County yesterday. It changed board seats to 3 year terms from 2 year terms and cleaned up some of the language. The group was Madeline Bergon, Veronica Medina, Shane and director.

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. July collections have missing collections and a glitch with the Town's online payment system. Town finance staff has submitted a trouble ticket, however no additional information was provided given the holiday weekend. July 2024 indicated a large payment that was due in March 2024. For 2025, Town finance team is once again crediting the payments for the month they are due and not when they are received. Additionally, one property that reported a decent amount was sold and is now workforce housing. While 2025 town lodging tax will be down, it will not be an apples to apples comparison to 2024. The spreadsheet has been updated with all payments through June. All outstanding payments for 2025 have been applied to the month they were due. For Town collections, June totaled \$93,967 and reflected a 19.4% increase, or \$15,265. Year to date collections show a 14.3% increase, or \$54,448.85. Q1 County collections reflect a 15.8% increase, or \$18,344. Combined Q1, reflected an 11.65% increase, or \$35,988. Q2 for Town collections shows an increase of 19.57%, or \$36,805. Q2 County shows a 10.64% increase, or \$11,288. Total Q2 collections between town and county shows 16.35% increase, or \$48,093.

We have a Visitor Center staff member going out for surgery for 3 months so we will be a little light on staffing.

We did apply for the 2026 CTO Marketing Grant. We are not going to pursue international with that grant. The state is heavily favoring the 250/150 celebration so we are creating the Southern Colorado Heritage Trail with Alamosa. This will be something we can market to promote Spanish and Indigenous history. Target audience is focused on domestic.

It was mentioned at the last meeting about the State Vacation Guide ad. In the last 3 years the state has been moving away from an ad heavy publication to editorial publications. We now have four templates to choose from. Director negotiated \$1,000 off that ad and an extended deadline to the end of the month. That is the only thing committed to for 2026 because they go to print in October.

### **3. Chamber of Commerce Report**

Chamber of Commerce Rep Austin Marchand provided the results of a survey from the businesses. Austin said for July about half of the downtown businesses report they are down 20% or more. These are self reported numbers and the sales tax numbers don't really indicate that. The Grillin' & Distillin' event went well. The distillers loved the fairground venue and would like to return there. They are

planning to hire a company to run the grilling portion next year because that was more difficult than expected. They are planning to have next year's event on a different date because there was a regional conflict with the San Juan Brew Fest in Durango this year. The Wednesday Wine Walk is very popular. They had about 200 people attend the last one. They will be working with Main St on some Small Business Saturday promotions for the Christmas holidays.

#### **4. Board of Realtors Report**

Board of Realtors Rep Amy Johnson said we are up in new listings by about 8% with 462 vs 428 last July. Sold listings are up slightly 203 which is a 6% increase. The average sales price is down about 2% to \$691,788. The list price to offer price is remaining strong at about 94.6%. Days on market until sale is up from last year at 146 days which is a 6.6% increase.

#### **5. Lodging Association Report**

Lodgers Association Rep Sarah Mashue provided a handout of the bylaws of their association and a list of the members. Town Council Rep Williams asked what percent of the hotel rooms in town are represented by the Lodger's Association and how does Wyndham fit into that. Board Member Prince said Wyndham was invited to join the association but chose not to join. They have 465 units and they pay county lodging tax. Director said we have about 750 rooms total in the town and county and the association represents about 403 rooms and 2 campgrounds. We also have about 1,000 vacation rentals in the community. STR's account for about 30% of lodging tax in the town limits, with about 100 units.

#### **6. Other Board Member Reports**

There were no other Board Reports.

### **V. NEW BUSINESS**

#### **1. PARC Presentation - Bob Milford**

Bob Milford with The Pagosa Area Recreation Coalition (PARC) and Pagosa Area Trails Council (PATC) said the board gave the PATC \$10,000 last year and he thanked them for that. They applied for a grant with the CPNW and were awarded that grant of \$196,000. They raised another \$140,000 so they have \$340,000 to work on trails for the next 3 years. This year the trail work has gone great. They have cleared about 2,500 downed trees from the trails this year and usually do about 5,500 yearly. They have cleared 98% of all of the trails already. They also got together with the CDT coalition and cleared 300 trees on 30 miles of the CDT from Elwood Pass to Archuleta Lake. PARC got a grant of \$150,000 a year ago and are in the process of developing an outdoor recreation plan. It is going very well and they hope to finish that by the end of the year or early next year. They have held meetings with the task force of about 30 different interest groups monthly and sent out a survey. They got 1,400 responses. The results say they need more infrastructure, more restrooms, better parking, better connectivity, more mountain bike trails, expansion of Wolf Creek, visitor education, leave no trace, interest for shooting range, ice rink, dispersed and developed camping, OHV trails. The goal is to have a long term sustainable community supported plan and figure out how to fund that for many years to come. They have applied for another \$150,000 grant to continue this process. This is through CPW and GOCO has dedicated 50 million to 21 regional partnership initiatives. This year they can only apply for up to \$300,000 but once the plan is done they can apply for up to 2.5 million. With that grant they will hire a full time local coordinator/facilitator for a few years until they can get PARC full time funded locally. They also plan to put some money into a website that will tie into the Visit Pagosa website, buy more port-o-potties for crowded trailheads like Treasure Falls, funds for signage that is easy to read and ties back to their website. He invited the board to attend their task force meeting tomorrow at 3:30 at the Community Center where they will be talking about the possible addition of 300 acres to Res Hill. He is asking the Tourism Board today to put \$5,000 toward their grant. They are trying to raise \$15,000 and already have

\$10,000. Director explained that she told PARC we can't commit funds for 2026 yet because we are in the budget process. She provided a letter of support for the grant because there was no condition of providing money.

## 2. Draft 2026 Lodging Tax Budget

Director said we are at the early stages of the budget process for 2026. Director met with the town finance team yesterday to walk through the budget. In the next month they will move the budget into the software ClearGov and then director will share the more detailed budget with the Board at the Oct meeting. Then we will have the Board weigh in on approving the budget in Nov; Town Council and the County Commissioners will adopt their budgets for 2026. Usually work sessions are held in Oct with the elected officials to walk through line by line and answer any questions they have. Currently, budgeting modest lodging tax increase for Town of approximately 6% and County approximately 4%. This might be adjusted as more data is received over the next couple of months. We applied for a \$49,000 CTO Marketing grant and will get notification in November. Interest payments on reserves are impacted by Fed interest rates and reserve balance. Total projected revenue is \$1,655,500. The amount budgeted for estimated personnel is \$492,159 for 4 Full Time Employees including new position in 2026 and 3 Part Time Employees (visitor center staffing). All employees report to Executive Director. These numbers are provided by the Town Finance team with insurance, retirement, salary adjustments, etc. For Infrastructure, we are budgeting \$318,800 which includes \$28,800 for the MET Transit App, \$30,000 Downtown Shuttle, \$250,000 for Town Council priorities for construction beautification and parks, and \$10,000 for Area Signage. For Data, we are budgeting \$78,290 which includes \$17,640 for Placer. AI, \$30,000 for Blue Room Research, \$9,750 for the Visitor Sentiment Study, and \$20,900 as a placeholder for Visa Transaction Data and Occupancy / ADR options. We are at \$166,000 for Events including \$16,000 Fireworks (½ of overall cost), \$150,000 Event Funding, and \$26,100 for ComFest in 2026. We also pay for some other event related expenses from the event budget such as the pilot program with the reusable cups, trash and recycling, and the events we organize. The Board will discuss 2026 goals for events at the Oct meeting. The Visitor Center budget is \$72,295 including \$15,000 for the Ambassador Program, \$11,400 for Utilities which will likely increase, \$45,895 for Office / cleaning supplies, printing, fulfillment / postage, swag, and technology. The 2026 Marketing Plan will be presented in the Dec meeting. We have \$429,000 for Advertising including the \$49,000 from the CTO Grant if we are awarded that grant. We have \$15,000 for Construction Communication, \$365,000 in non-committed advertising which includes visitor education, media hosting, and the \$12,500 CTO Grant Match. We have budgeted \$86,382 for the marketing backbone which is everything we need to be effective in our marketing efforts which includes contractors, website, app, email platform, booking engine, AI tool for website, and software subscriptions. There is also \$41,174 budgeted for miscellaneous expenses such as cell phones, laptops, memberships, shared Town expenses, credit card processing fees, audits, conferences, travel, and board insurance. Our projected revenue is \$1,655,500 and our current projected expenditures are \$1,684,100. The proposed budget is not balanced at this time. We are estimating revenue of \$1,010,000 on the Town side and \$550,000 on the County side. What was budgeted for 2025 was \$950,000 on the Town side and \$525,000 on the County side. Board Member Prince asked if the new full time position will start January 1st. Director said no, probably by end of March. Town Council Rep Williams asked what added value the new position will provide for Tourism. Director said the Mayor and Commissioner Medina repeatedly mentioned concerns about Director's workload. The position will be a Tourism Coordinator and will be able to help with the AI tool, signage, someone with a tech background to help with all Tourism efforts. Town Council Rep Williams asked how we will adapt the budget if the economy turns from uncertain to ugly and will director have to go to town and county to redistribute or move funds around. As a department head, Director explained that she has the ability to move funds around within line items without approval from the town and county. The Marketing budget could be adapted more easily throughout the year because it is not fully committed at the beginning of the year.

- VI. OLD BUSINESS**
- VII. NEXT TOURISM BOARD MEETING OCTOBER 1ST AT 4:00 PM**
- VIII. ADJOURNMENT**