



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

MINUTES

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

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

BOARD PRESENT: Board Member Johnson, Board Member Dufour, Council Member Williams, Shane Prince, Sarah Mashue, Board Member Ranson, and Board Member Scull

BOARD ABSENT: Board Member Lucero and Board Member Marchand

I. CALL MEETING TO ORDER – Meeting was called to order at 4:00pm.

II. **PUBLIC COMMENT**

1. **There was no public comment.**

III. **CONSENT AGENDA**

1. **Approval of the October 1st 2025 Meeting Minutes**

2. **Approval of the October 6th 2025 Meeting Minutes**

Council Member Williams moved to approve the consent agenda, Shane Prince seconded.

Carried.

IV. **REPORTS TO BOARD**

1. **Chair Report**

Amy Johnson led the meeting as vice chair, given Shane Lucero's absence.

2. **Director Report**

Director provided multiple updates. The September lodging tax was updated in spreadsheet, showing an increase of 4.19% or \$3,272; year to date town collections are up 10.07%, or \$66,237. The Fall Contest wraps up at midnight on November 5th, with 5,626 leads for partners and a total of 29,034 entries with a 13.95% conversion rate. The Holiday Lighting Contest sign ups are underway, with voting beginning the Friday after Thanksgiving. Old Fashioned Christmas Signups began today, with one month for segments to sign up. Deadline to sign up is end of day on December 5th. The Visitor Sentiment Survey launched last week. Director explained that Survey Monkey costs \$360 / annually and we could run the survey ongoing and review results quarterly / annually, etc. We are currently short staffed at the Visitor Center, as of this afternoon. Our weekend part time person resigned as they are dealing with lengthier than expected recovery. We are actively recruiting a replacement. We were recently awarded co-op through CTO vendors MMGY and Sojourn and others, a \$25k investment results in \$75k media buy. Campaigns will launch in the next few weeks. We were awarded the 2026 CTO Marketing Grant. Pagosa will NOT be able to apply for the grant / serve as fiscal agent for 2027, but we should be able to be a partner in other applications (to be determined). Rosanna Dufour asked if we would be prevented from applying for other CTO grants. Director explained it requirement to take a year off after successfully being awarded funds for three consecutive years was for the marketing grant, however it is the main grant with funding available, versus consulting time. Director asked the Board if they would

consider changing the regular meeting day 2026. Director will send an email to the Board to help determine a possible different date / time for 2026 meetings. Director alerted the Board to a new monthly report through CADMO showing statewide trends, national trends and other relevant information for tourism affecting destinations. Additionally, today they sent an overview of preliminary 2025 election results for tourism-related ballot measures considered during the November 4th election. Director recently attended the annual Colorado Governor's Conference on Tourism in Colorado Springs. Most of the destinations reported a challenging 2025, with 2026 projected to be down or flat, given ongoing challenges with international visitation and economic uncertainty. There was continued discussion on the visitor sentiment survey.

3. Chamber of Commerce Report

Sandy Douthey, Executive Director of the Chamber provided an update in Austin Marchand's absence. The monthly survey through the Chamber, showing overall sales for September from 2024 to 2025, 43.8% of the businesses said they're down. Sandy also re-emphasized the sales is reported by the businesses. 43.3% of the businesses show that they're down more than 20%. 20% are down by 10-20%, and 16.7% show they're down by 5-10%. Again, this is all self-reporting. Working with Main Street, the Chamber has let all the businesses know that that grant program has reopened from the county for them to apply. Sandy indicated that she has not heard it being great success, but she have not investigated that personally to see what the hiccups would be on those acceptances.

4. Board of Realtors Report

Amy Johnson provided the Board of Realtor report. The data is based on single-family homes. So the average price in October was \$741,962, down from \$754,061 last year. October 2024, we had 43 sales. In October 2025, we had 26 sales. So, fewer sales and lower price points, compared to last year. Additionally, there is a lot of inventory right now. We have 204 active listings in October. Last year, there were 157, so the market is fairly saturated right now. Average days on market in October was 141 days, compared to 114 last year. Total volume of closed sales in October 2024 was around \$32.4 million, compared to total volume sold in October 2025 of \$19.2 million. A pretty significant decrease in sales year over year

5. Lodgers Association Report

Sarah Mashue provided the report for the Lodgers Association. She indicated that the floods impacted lodgers significantly. Self-reporting poll with some of the lodging association members, indicated that the Springs had over 300 cancellations. They have recovered 25% of those cancellations, but December is looking soft. One lodging property reported that they did not have significant cancellations, but did see a few cancellations while the highway was closed. One of the smaller in town properties in town reported they had 11 cancellations during the flooding, and then 6 more cancellations the weeks following, and they lost physical property during the flood, which they feel will impact them negatively, obviously, for them as they function without that property that was lost during the flooding. Another small property reported 26 cancellations, over 93 messages in 3 days, and they're pacing 50% below last year's November and December. It was indicated that the calls being received show after all the flooding, visitors don't feel comfortable coming in. Another property reported November and December was 40% below 2024.

Sarah also explained that the Lodgers Association met with county commissioners this morning. The Association had a county commissioner reach out to the association, expressing interest in whether the association would be interested in receiving funds from the county, and how the funds might be utilized. The Lodging Association Board and two association members met with the commissioners this morning at their work session. Provided funds from County Lodging Tax collections was suggested. John Ranson

indicated he was interested if any kind of funding will help them market and he believes strongly that two organizations marketing is a good thing for the community.

V. NEW BUSINESS

1. Discuss Scheduling Meeting with Lodgers Association and Tourism Board

Director indicated during the last meeting there was a request for the Tourism Board to meet with the Lodger Association. John Ranson explained it was his suggestion and thought it would be an opportunity to discuss items of mutual interest. Director suggested adding it to the December meeting agenda, given we'll be going over which markets visit, by month, by quarter, etc, and how long they stay in market. And then we'll also be reviewing the proposed marketing plan for 2026 during the December meeting. Director was asked what Visit Pagosa had done to aid with flood recovery. Director explained many different efforts in place, as well as launching late fall / early winter advertising is underway. The general discussion around the floods and media coverage continued. The Board agreed to add Lodgers Association to the end of the December 3rd meeting.

Rosanna Dufour asked about the recent updates to the IGA and whether appointments to the Board before the IGA update, would those be 2 or 3 years. Director explained it was her understanding with the town and the county that they updated IGA automatically moved all the 2-year terms to 3-year terms. Gary Williams indicated his understanding was the same. There was a discussion of staggering the seats that were approved in February 2024, so that there aren't 4 seats up in 2027. Director explained the Board had time to determine how to proceed.

VI. OLD BUSINESS

1. 2026 Event Funding Discussion

The Board expressed desire to be able to have the flexibility and the nimbleness to assess all of these funding requests on a case-by-case basis. Director provided an overview of the survey that Board members were asked to complete in advance of the meeting in order to begin event funding discussions on the areas that they agree or disagree. 8 of the 9 Board members responded to the survey. Before the group discussed the criteria and survey results, Director asked if the Board was still interested in providing trash and recycling services through Elite to event organizers. The Board, by consensus, agreed it was a good service to continue. Director will reach out to Elite to negotiate rates for 2026. There was a brief discussion on event stage rental fees and use. Director explained it was \$300 for non profits and \$600 for profit. Also, the County has been able to have the stage used in more locations, including private property off Hwy 84 for a recent event. The stage is being used approximately 20 times annually and the relationship with County Road & Bridge has been great. There is no expectation the rental fees need to be adjusted in 2026. because I would really like us to be able to have the flexibility and the nimbleness to assess all of these on a case-by-case basis.

Director then began to walk through the criteria and survey results. Director took the results from the Google form and uploaded it into ChatGPT, and then corrected a few errors. AI doesn't know how to number things in charts, apparently, but it still saved time. The first criteria discussed was providing stronger consideration for new versus existing events. The majority of the Board did not feel new versus existing should be considered differently. The 2nd criteria was favoring events held during shoulder season. Shoulder season typically includes October, November, December, January, February, April, and May, excluding holidays, June through September, spring break, etc. Director explained that the survey showed that the Board didn't care one way or the other. Director offered to send the overview of all survey responses to the Board following the meeting. The survey comments one were shoulder season

events are difficult, unpredictable, and cost more. Some comments that they didn't feel that shoulder season events actually did much to move the needle in overall tourism. Director was asked if a pavilion would help with shoulder season events. Director indicated that a covered space would certainly make it easier and more cost-efficient during unpredictable weather times. General discussion and the Board agreed less criteria served their interests better. The Board agreed they want to be able to have the flexibility and the nimbleness to assess all of these funding requests on a case-by-case basis.

The third criteria is lodging partnerships. Events that are working with lodging properties, either through a block of rooms or event room rate to attract overnight visitors. Ideally, event organizers will work with more than one lodging property. Written letters of support specifying what the lodging property is offering must be provided. The results from the survey indicated the Board wasn't concerned about this criteria. Board members expressed that they wanted events to collaborate with lodging properties, just weren't clear as to what that might look like. The Board asked to add a question to the application if they are working with lodgers and describe the relationship, but no longer make it a criteria. There was discussion about how to evaluate the audiences event organizers reached and how the event was marketed and how to hold them accountable in future years. Director explained that event organizers are required to complete a final report and the final report is included with their next funding request. Director also suggested the Board send one or two board members to events that they fund in order for board member's to be able to report what they experienced and the event overall. The Board continued with criteria number 4 favoring events that attract out of town audience versus synergistic events that give visitors something more to do when in town. The Board discussed various topics and settled that they do not want any specific criteria for 2026.

The Board agreed to review funding applications quarterly. The application deadline will be set 2 weeks before the Tourism Board meeting, so that the Board has ample time to review applications and final reports from previous funding. Rosanna Dufour requested that in 2026, the responses are presented in both spreadsheet form and as applications. The board briefly discussed a funding cap on events or event organizers. The Board seemed to agree that they would rather have a few high quality events than many disorganized events. David Harris was asked to discuss his ideas for sports tourism to help augment shoulder seasons.

Director suggested they ask the lodgers association to provide input into which events they see booking from. Director also discussed funded event organizers be required to attend a webinar to walk through specifics from Visit Pagosa and ensure they know where to locate food trucks, lodging contacts, and more.

VII. NEXT TOURISM BOARD MEETING DECEMBER 3RD AT 4:00 PM

VIII. ADJOURNMENT