



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

MINUTES

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

A regular meeting of the Pagosa Springs Area Tourism Board was called to order on December 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://zoom.us/j/84672066805>
Dial by Phone - 1-669-900-6833 US - Meeting ID: 846 7206 6805

I. CALL MEETING TO ORDER

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

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

III. CONSENT AGENDA

1. **Approval of the November 5th Meeting Minutes**

Council Member Williams moved to approve November 5th meeting minutes. Sarah Mashue seconded.

Carried.

IV. REPORTS TO BOARD

1. **Chair Report**

Board Chair Lucero asked board members to keep everything as efficient as possible. No other report.

2. **Director Report**

Director had the kickoff call with the CTO for the 2026 grant yesterday. They had 29 total applicants and only 15 were funded. Our application received top scores. We will be able to participate in the marketing grant as a partner next year, we just can't be the lead agent. Yesterday we applied for the CTO Learning Labs. This would be a Pagosa specific training module that would be an expansion to the Ambassador program. It will not cost us any money. We will find out in January if we are awarded. There is another Tourism Management grant that opens soon that director is looking into. The wayfinding signage that we have budgeted for 2026 could be included in that grant. Up to \$25K with \$5k match. The Lighting Contest is underway. This is the last week for Old Fashioned Christmas segment adoptees to sign up. We currently have 18 segments. Director has been in discussions with Bandwango about their event ticketing system that would give us first person data. They offered to drop the price from a little over \$20K per year to \$8k. Next step is to get a demo with a couple of our event organizers to

gauge interest.

3. Chamber of Commerce Report

Chamber of Commerce Rep Marchand said they heard a rumor that only two funding requests would be rewarded each quarter and asked if that is true. Director said that is not true. The Board decided to do a quarterly event funding process instead of doing all of them in the first two months of 2026. There is no limit how many the board will approve.

4. Board of Realtors Report

Board of realtors Rep Johnson said for three bedroom single family homes median price in November was \$659K, down 2.4% from \$675K last year. We had 14 sold listings this November, up 55.6% compared to 9 sold last November. We have 88 active listings, up 30% compared to 68 listings last year. Days on Market us at 93 this year compared to 187 last year. So the market is stagnant, prices are coming down a bit but not substantial drops.

5. Lodgers Association Report

Lodgers Association Rep Mashue said she doesn't have an official report. The lodgers concur with the trends they are seeing in the Blue Room report.

V. NEW BUSINESS

1. 2026 Meeting Schedule

Director said holding our meetings on the first Wednesday of the month has been challenging to get reports and data prior to the meetings such as previous month's lodging tax. The majority of the Board who responded to the survey selected the 2nd Wednesday of the month. We will have to start earlier at 3pm because the CDC meeting is the same day at 5pm. The first meeting of 2026 will be on January 14th. Deadline for event organizers to apply for the first round of event funding will be set for the last week of December so the Board will have roughly 2 weeks to review applications.

Board Member Johnson moved to approve new meeting schedule on the 2nd Wednesday of the month at 3pm. Board Member Marchand seconded.

Carried.

2. 2025 Visitor Audience

Director said Visitor Center traffic mobility data shows in the last 12 months we have had over 51K visitors coming into the building. About 15% are locals so probably mostly chamber traffic. It shows traffic has been increasing over the last 3 years at the Visitor Center and is more traffic than what some of the state welcome centers see. Town Council Rep Williams asked if we should consider a kiosk at the intersection of HW 160 and 84. Director said that is something the board can discuss and will add it to a future agenda. Digital kiosks get very expensive for a kiosk that hold up to weather year round. Director said our top 3 markets remain the same-CO, TX, NM. However, NM shows gradual decline. Still seeing growth in AZ, OK, and CA but there is seasonality to their visits. The longer the visitors have to drive, the longer they stay in market. We saw a lot of growth in Austin, Houston, San Antonio markets in 2025 and they stay longer than the Dallas market. CO spends more money than the NM market. In Spring, CO and TX dominate, NM is strong but declining. Denver and Albuquerque are top DMA in spring for short trips/weekends. TX is valuable spring market because they stay longer. In Summer the top states are CO, TX, NM. We see increased growth in AZ, CA, and AR. OK is stagnant but targeting the state might be more effective than just OK City. Albuquerque is top DMA in summer, Denver Metro is #2, overall TX is strong especially Austin and Houston. Phoenix also performs well in summer. In Fall CO is by far top market (sept through mid-october) followed by NM and TX who drop off in the fall. Denver and Albuquerque are top DMA's in fall. Fall is the lowest season for TX visitation. We definitely see AZ in fall

as well. For Winter 2024/2025, TX is top, AZ is #2, NM is #3, and CO is #4. This data is used to decide which markets to target in certain seasons or months. Town Council Rep Williams suggested we put some thought into how to deal with future disasters to highlight that there are still things to do in Pagosa even if the river is flooded or there was a fire. Board Member Dufour asked if there is an opportunity to capitalize on how much media there is about the overcrowding of the I-70 ski areas. Director said possibly, however, outside of Purgatory and Telluride we are the furthest trip from the front range market. Wolf Creek has trained the audience to focus on snow totals and that is also when the passes are impacted and may limit the drive market from the front range. Director said we are using this data to help us figure out which markets to target by season or month. This information is shared with event organizers and businesses. This information is in the drive.

3. Preliminary Results of Visitor Sentiment Survey

Director said as of a week ago we have received over 750 responses to the survey in less than a month of it being live. The goal was 500. The survey is still open. We worked with the consultant Mission to Market to do the survey on Survey Monkey. We promoted it on the website, at the visitor center, in the monthly e-newsletter, in the weekly stakeholder email to encourage businesses to send it to their audiences, and paid META ads. The income profile of respondents is middle to upper income with half of respondents reporting \$100K+. The age of respondents is mainly older, mid-to-late career. Nearly half are frequent visitors and about 1 in 5 are brand new. For total trip spend 57% spend \$500-2,500 per visit. For planning and booking the marketing window is about 1-3 months before arrival. For lodging type, hotels remain the single biggest lodging category but STRs and other account for about 36% of responses. For activities, dining, hot springs, and outdoor rec are core pillars of why visitors are coming to Pagosa. For why they visited, scenery, hot springs and outdoor rec are key drivers with events playing more of a supportive role. For construction impact, 1/3 reported no impact, 23% experienced moderate to major disruption, and another 1/3 noticed delays. Construction and traffic issues are not damaging the loyalty to Pagosa. Other common constructive themes that came out were lodging and dining were seen as "too pricey", parking and downtown congestion, restaurant capacity and wait times, and a desire for more weather proof activities. For Seasonality and future intent to visit, Summer and Fall were top seasons visited. However, guests are open to all four seasons with fall as the top "would consider" season for future visit. For Return timeframe, 84% plan to return in the next 2 years, 63% in the next year. This shows strong loyalty and potential for repeat focused campaigns. The other places visitors chose to go instead of Pagosa are other hot springs towns, ski towns, and more than one person opted for a beach vacation in Destin, FL. A lot of our visitors combine a trip with Durango. To address the perceived expense we can focus on the value of an experience. Staff will work on addressing the key friction points that came out of the results. There was discussion amongst the board about restaurant wait times. Director will have a conversation with Sandy with the Chamber of Commerce about possibly encouraging restaurant members to think about that.

4. 2026 Draft Marketing Plan

Director said we leveraged the Visitor audience data and sentiment surveys to craft the Marketing Plan. The numbers in the 2026 draft advertising schedule do not add up to the full budgeted amount because there is some of the backbone that doesn't make sense to have in the advertising schedule and some funds have not been fully allocated. These numbers are estimates and we can move some money around. Board Member DuFour asked if we receive an annual ROI report from the three different marketing companies we work with showing success rates from the campaigns the year before? Director said we get end of campaign reports, not end of year. That is all in the data folder. Board Member DuFour asked if director feels we have the right mix of marketing companies or is there one company that is more effective with their strategies? Director said Orange 142 is digital ad placements through colorado.com. The audience the ads are served to may not have colorado in mind. The state advertising through colorado.com audience is interested in colorado and we just have to differentiate

ourselves from other destinations. So it is a good overall mix. We need to have a broad mix of tactics and to be flexible and capitalize on those that are performing well. Board Member DuFour asked if we have money set aside for assets like new and enhanced drone footage, still footage, photography? Director said yes, that was included in the marketing grant we got through the state. It will be more of a priority for the 2027 budget when construction is done to recapture downtown footage. Director said the primary marketing strategy is to move away from peak summer reliance and grow the shoulder seasons (Spring, Fall, and mid-week Winter). We will target long-stay visitors from Texas, Arizona, and Oklahoma, plus weekend warriors from Colorado and New Mexico, Higher-income, environmentally conscious travelers, and younger family segments. Spring is unpredictable due to snowmelt affecting trail access, but it shows high consumer interest. Seasonal focus includes Hot Springs in winter and maintaining the summer audience. Combining the Ski Area + Hot Springs for winter marketing, along with a focus on wellness, couples, and romantic getaways. The \$525,225 budget is a 16.67% increase, with a significant boost to paid social media. Advertising is data-driven, targeting high-income and environmentally conscious travelers. Key metrics for effectiveness include lodging, sales tax, and local business engagement. Email marketing open rates nearly doubled after switching vendors to MailChimp, YouTube video views jumped from 50k to over 400k since June. Pagosa has a relatively small budget compared to other Colorado destinations, necessitating high efficiency. The team uses programmatic advertising to automatically shift funds to the best-performing ads in real-time. We reduce spend on expensive channels during summer, relying instead on cheaper Meta and organic social media. To validate these efforts, staff will track Placer data location analytics, lodging tax collections, App usage (which has seen significant growth in the last year) and Local engagement via the Ambassador Program and social media tagging. There is a proposal to spend \$40,000 to rebuild the website to better handle AI-driven search trends. The board discussed the potential hire of a professional PR firm. Director said the cost is roughly \$3,000–\$4,200/month for a retainer, totaling about \$66,000 annually when including media hosting costs. The benefits of hiring a PR firm would be professional media pitching, crisis communication for construction or natural disasters, and reaching new audiences. The cons, high cost, skepticism regarding influencers, and it doesn't necessarily save staff time since they still have to build the itineraries. The board expressed interest in using the agency as an olive branch to the Lodging Association, which has asked for a different marketing approach. Director will share specific proposals with the board for a future decision.

VI. OLD BUSINESS

1. Update on Multi-Purpose Pavilion

Brian Collabolletta gave update on Multi-Purpose Pavilion. Two years ago they asked Town Council for a 2 year opportunity to raise funds for the new location and they recently asked for an extension which was approved for an additional 2 years. They are making good progress with their capital fundraising campaign. They sent out flyers in the mail, posting stuff around town, and donor letters going out. Board member Dufour said she was the one who asked for this to be on the agenda for a conversation of clarity. Most of the board members were not on the board when the \$500k was put aside. She said from what I understand, everything is in good standing with the IRS and everything with the organization but just so that the current board members understand more about the due diligence process if you are able to utilize these funds and the possibility of an audit and how that works with these type of funds, so it was really more of just a tourism board discussion. Brian said he has met with Darren with Parks and Rec and the MPP will be the operator of the MPP year round. Any events or summer use will go through them. The \$500k from Tourism is your buy in. So any town events can use the building without additional charges. Other events will be charged but it will be less than renting a tent so that will save some of the other nonprofits money. They have a GOCO meeting tomorrow and Parks Coalition the next day. Board Member Prince asked what percentage are they of where they need to be? Brian said about 20%.

2. 2026 Event Funding Application

Shane Prince moved to approve the 2026 Event Funding application. Board Member Scull seconded.

Carried.

VII. NEXT TOURISM BOARD MEETING JANUARY 14th, 2026 at 3pm

VIII. ADJOURNMENT