

Tourism Retail Advisory Committee Meeting

March 17, 2015

7:00 AM – 9:00 AM

Members:

Brandon Hert

CJ Brafford

Debbie Blanchard

Edd Franz

Eric Feely

Fletcher Flower

Greg Fishing

Judy Ann Files

Kathy Ellis

Ken Watson

Lance Michaels

Marne Kirstatter

Paul Derence

Paul Zaenger

Rick Warner

Scott Beyer

Scott Voorhis

Sinny Richardson

Vince Fandel

Agenda:

- Come to Order
- Introduction of Guests
- Announcements
- Review of 02/17/2015 Meeting Notes
- February Financial Reports
- OBT Executive Report – Rob Joseph
- Discussion
 - 2015 Meeting Schedule
 - Future Meeting Topic Updates
 - New Logo
- New Business / Member Ideas
- Old Business
- Adjourn

Future Meeting Topics

- Water Sports Park
- Yard Sale & Sidewalk Deals
- Retail Shopping Habits Survey
- DMAP Certification
- 2016 National Park Centennial
- Hospitality Summit
- Brochure Racks
- Black Canyon Golden Ticket



Meeting Notes

02/02/2014

General Notes

- The meeting began at 7:00 am.
- The following members were present: Greg, Brandon, Paul Z, Paul D, CJ, Edd, Judy Ann, Lance, Scott B, Scott V, Eric, Vince, Marni.
- The following members were unable to attend: Kathy, Sinny, Ken, Rick, Debbie, Fletcher
- There were no guests present.
- No OBT staff were present other than the director.
- The 12/02/2014 meeting notes were approved, as presented.
- The November and December 2014, and January 2015 financial reports were approved, as presented.
- There were no questions concerning the OBT Executive Report.
- The January meeting packet will be posted to the OBT Website.

Announcements

- Greg voiced concern that with the hiring of the marketing director, the OBT salary was excessive and that TRAC had not been notified of the intent to hire into that position. Rob replied that the TRAC had reviewed and expressed consent of the 2015 budget and that OBT had elected to hire one FTE instead of two of the three continual part timers. No other TRAC members expressed concern and were generally supportive of the hire with some voicing that it was the right thing to do to continue the positive upward trend.
- Rob announced that the 2015 Official Montrose Vacation Guide (OMVG) was completed, as promised, in mid-February and thanked all who were able to attend the special OMVG unveiling party on February 12. He noted that there were more than 100 people in attendance.
- The OMVG was distributed to all Montrose households on Sunday, February 15. Initial feedback from the community was overwhelmingly positive.
- Rob announced that restaurants posted a record year for 2014 sales when compared to 2004-2013. Hotels narrowly missed the mark and 2014 sales were the second best year for the same time period.
- Rob announced that meeting on the second Tuesday of every month was not tenable since he had to attend land use meetings. He reminded the group that the third Tuesday had been selected in 2014 for that very reason. The TRAC meetings were moved to the third Tuesday of every month for 2015.

Discussion

- Main in Motion – Rob explained that the Main in Motion board had transferred assets to the newly formed Montrose in Motion board. He updated the group on the meeting with Paul Magnani, Bill Bell, Stacey Ryan, Greg and himself concerning discussions on the future of the event.
- Adventure Film Festival – The Adventure Film Festival (AFF) has been renamed to the San Juan Independent Film Festival. There was extensive conversation as to why OBT

had decided not to fund the newly named event. TRAC members were unanimously supportive.

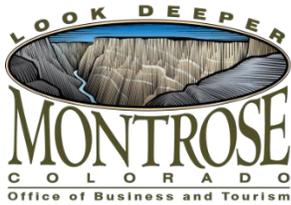
- Way Finding Signage – Rob explained that way finding signage activity was moving forward, but was slower than anticipated. He stressed that there was work on designing new signs for the water park and that he and several city officials had recently completed a city tour to view and discuss signage requirements. The city is working on a comprehensive signage plan.
- 2015 Marketing Strategy and Plan – The OBT is working on the marketing plan and will show it to TRAC once it has been completed.
- Alcohol Consumption in Parks – Rob told TRAC members that there concerns about post softball game alcohol consumption had been heard and addressed. He thanked Judy Ann for spearheading the effort.

New Business/Member Ideas

- Marne asked about the sub-committees that had been formed in December. Rob replied that he had been holding off until the marketing manager was hired and that members of two of the three sub-committees would be contacted in February.

Adjourn

- The meeting was adjourned at 8:30.



MEMO

TO: Tourism Retail Advisory Committee (TRAC)
FROM: Rob Joseph, OBT Director
DATE: February 13, 2015
RE: OBT Executive Report – February 14 through March 10, 2015

- January Financial Update
 - Retail sales tax collection: ▲ 10.4%
 - Hotel excise tax: ▲ 30.1%
 - Restaurant excise tax: ▲ 12.3%
- Year-to-Date Financial Update
 - Retail sales tax collection: ▲ 10.4%
 - Hotel excise tax: ▲ 30.1%
 - Restaurant excise tax: ▲ 12.3%
- The water park group continues to meet monthly. The ribbon cutting is scheduled for May 16 and the festival is scheduled for August 1 and 2.
- Met with NPS staff to discuss 2016 marketing plan for the centennial celebration.
- Met with BLM staff to discuss closer partnership opportunities.
- The Brochure/Rack Display subcommittee communicated by e-mail and then met to decide on the style of the preferred wall mount and floor stand racks.
- The Customer Service/Ambassador Training subcommittee was contacted by e-mail and asked to comment on the Leadercast program.
- The Retail Shopping subcommittee has not yet been contacted.
- The Visitor Center served a total of 636 individuals in January and February.
 - Visitors – 137
 - Residents – 278
 - Promotions – 73
 - Court – 148
- Met with several tourism and special event partners to discuss marketing and assistance options.

Brochure and Magazine Stands

24 x 36 Poster Frame for Wall, Curved, (2) 2.5" d Clear Trays, Dividers, Silver

- 1-3 \$278.12
- 4-9 \$258.13
- 10-24 \$242.76

| | |
|-------------------|-----------------------|
| Overall W x H x D | 27.5" x 81.0" x 10.0" |
| Pocket W x H x D | 22.0" x 12.3" x 2.5" |
| Viewable W x H | 23.0" x 35.0" |
| Weight | 26.0 lbs |
| Material | Aluminum |
| Color | Silver |
| Placement Style | Wall Mounted |
| Media Size | 24" x 36" |



24 x 36 Poster Stand with (3) 2.5" d Green-Edge Pockets w/Dividers, Curved – Silver

- 1-2 \$422.95
- 3-6 \$391.57
- 7-15 \$368.35

| | |
|-------------------|-----------------------|
| Overall W x H x D | 30.0" x 83.5" x 16.0" |
| Pocket W x H x D | 22.0" x 12.3" x 2.5" |
| Viewable W x H | 23.0" x 35.0" |
| Weight | 45.0 lbs |
| Material | Aluminum |
| Color | Silver |
| Placement Style | Floor Standing |
| Media Size | 24" x 36" |



*Both models have 3 Adjustable Pocket Dividers

CITY OF MONTROSE
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 2 MONTHS ENDING FEBRUARY 28, 2015

| | FEBRUARY | YTD | BUDGET | UNEXPENDED | PCNT |
|--|------------------|------------------|-------------------|-------------------|--------------|
| RETAIL SALES ENHANCEMENT | | | | | |
| SALARIES & BENEFITS | 4,995.98 | 8,773.04 | 114,443.00 | 105,669.96 | 7.7% |
| OFFICE SUPPLIES | 89.49 | 89.49 | 500.00 | 410.51 | 17.9% |
| POSTAGE | - | - | 500.00 | 500.00 | 0.0% |
| PRINTING | 211.01 | 211.01 | 5,000.00 | 4,788.99 | 4.2% |
| ADVERTISING | 21,341.44 | 21,341.44 | 98,100.00 | 76,758.56 | 21.8% |
| DUES/MEMBERSHIP/SUBS | - | - | 1,000.00 | 1,000.00 | |
| PROFESSIONAL/CONTRACT SERVICES | 819.29 | 1,282.29 | 10,000.00 | 8,717.71 | 12.8% |
| SPECIAL EVENT SUPPORT PROGRAMS | 1,275.63 | 1,472.63 | - | (1,472.63) | |
| PROGRAMS | - | - | 35,374.00 | 35,374.00 | 0.0% |
| TRAINING/CONFERENCE/TRAVEL | 16.34 | 1,101.34 | 6,000.00 | 4,898.66 | 18.4% |
| MEETING EXPENSE | 96.09 | 96.09 | 2,500.00 | 2,403.91 | 3.8% |
| SPECIAL PROJECTS | - | - | 60,000.00 | 60,000.00 | 0.0% |
| PROJECTS <\$5,000 | 3,717.83 | 3,717.83 | - | (3,717.83) | |
| TRANSFER TO OTHERS | - | 3,656.25 | 43,875.00 | 40,218.75 | |
| IS INTERFUND LEASE | - | - | 6,266.00 | 6,266.00 | 0.0% |
| TOTAL RETAIL SALES ENHANCEMENT | 32,563.10 | 41,741.41 | 383,558.00 | 341,816.59 | 10.9% |
| TOURISM PROMOTIONAL | | | | | |
| SALARIES & BENEFITS | 6,031.07 | 9,808.00 | 114,443.00 | 104,635.00 | 8.6% |
| OFFICE SUPPLIES | 61.00 | 61.00 | 500.00 | 439.00 | 12.2% |
| POSTAGE | 82.56 | 116.64 | 500.00 | 383.36 | 23.3% |
| PRINTING | 211.01 | 211.01 | 5,000.00 | 4,788.99 | 4.2% |
| ADVERTISING | 25,441.45 | 25,441.45 | 203,100.00 | 177,658.55 | 12.5% |
| DUES/MEMBERSHIP/SUBS | - | - | 1,850.00 | 1,850.00 | 0.0% |
| PROFESSIONAL/CONTRACT SERVICES | 819.27 | 819.27 | 40,000.00 | 39,180.73 | 2.0% |
| SPECIAL EVENT SUPPORT PROGRAMS | 1,275.65 | 1,472.65 | - | (1,472.65) | |
| PROGRAMS | - | - | 30,000.00 | 30,000.00 | 0.0% |
| TRAINING/CONFERENCE/TRAVEL | 16.36 | 1,101.36 | 10,500.00 | 9,398.64 | 10.5% |
| MEETING EXPENSE | 94.89 | 94.89 | 2,500.00 | 2,405.11 | 3.8% |
| EQUIPMENT/ FURNITURE <\$5,000 | 3,717.83 | 3,717.83 | 5,000.00 | 1,282.17 | 74.4% |
| IS INTERFUND LEASE | - | - | 21,780.00 | 21,780.00 | 0.0% |
| TOTAL TOURISM PROMOTIONAL | 37,751.09 | 42,844.10 | 435,173.00 | 392,328.90 | 9.8% |
| VISITOR CENTER OPERATIONS | | | | | |
| POSTAGE | - | - | 8,000.00 | 8,000.00 | 0.0% |
| PRINTING | - | - | 25,000.00 | 25,000.00 | 0.0% |
| OPERATING SUPPLIES | - | - | 750.00 | 750.00 | 0.0% |
| ADVERTISING | - | - | - | - | |
| CONTRACT/ PROFESSIONAL SERVICE | 1,099.51 | 1,099.51 | - | (1,099.51) | |
| VOLUNTEER APPRECIATION PROGRAM | - | - | 2,500.00 | 2,500.00 | 0.0% |
| PROMOTIONAL ITEMS | - | - | 15,000.00 | 15,000.00 | 0.0% |
| BUILDING REPAIRS | - | - | - | - | |
| TRAINING/CONFERENCE/TRAVEL | - | - | 2,000.00 | 2,000.00 | 0.0% |
| MEETING EXPENSE | 20.37 | 20.37 | 500.00 | 479.63 | 4.1% |
| COMMUNITY PROGRAMMING | - | - | - | - | |
| EQUIPMENT/ FURNITURE <\$5,000 | - | - | 5,000.00 | 5,000.00 | 0.0% |
| OPERATING EQUIPMENT | - | - | - | - | |
| CAPITAL IMPROVEMENTS | - | - | 10,000.00 | 10,000.00 | |
| TOTAL VISITOR CENTER OPERATIONS | 1,119.88 | 1,119.88 | 68,750.00 | 67,630.12 | 1.6% |
| SPECIAL EVENT SUPPORT | | | | | |
| POSTAGE | - | - | 500.00 | 500.00 | 0.0% |
| PRINTING | - | - | 1,000.00 | 1,000.00 | 0.0% |
| OPERATING SUPPLIES | - | - | 750.00 | 750.00 | 0.0% |
| SPECIAL EVENT SUPPORT | - | 1,079.66 | 65,000.00 | 63,920.34 | 1.7% |
| EVENT SPONSORSHIP | - | - | 5,000.00 | 5,000.00 | 0.0% |
| COMMUNITY EVENT SUPPORT | - | - | 5,000.00 | 5,000.00 | 0.0% |
| MEETING EXPENSE | - | - | 500.00 | 500.00 | 0.0% |
| COMPETITIVE TOURNAMENT SUPPORT | - | 833.33 | 10,000.00 | 9,166.67 | 8.3% |
| TOTAL SPECIAL EVENT OPERATIONS | - | 1,912.99 | 87,750.00 | 85,837.01 | 2.2% |
| TOTAL TOURISM EXPENDITURES | 38,870.97 | 45,876.97 | 591,673.00 | 545,796.03 | 7.8% |

| Date | Journal | Reference Number | Payee or Description Comments | Account Number | Debit Amount | Credit Amount | Balance |
|---|---------|------------------|---|----------------------------|------------------|---------------|---------|
| 68 | | | | | | | |
| EVENT SUPPORT - EVENTS | | | | | | | |
| SPECIAL EVENT SUPPORT | | | | 01/31/2015 (01/15) Balance | 200-6050-357-000 | | .00 |
| 11/11/2014 | AP | 344 | MONTROSE LIONS CLUB **VendorNo: 16080 **Inv. No: 263 **Desc: 2015 Lions Club Convention Ad Bookley **Inv. Date: 11/11/2014 **PO No: 92694 **Remit Name: MONTROSE LIONS CLUB **Merchant Vendor No: 16080 **Merchant Vendor Name: MONTROSE LIONS CLUB **Invoice Created By: JBATES | | 150.00 | | |
| 02/28/2015 (02/15) Period Totals and Balance | | | | | 150.00 * | .00 * | 150.00 |
| ATDEncumbrance | .00 | ATDAActual | .00 | Total | .00 | ATDBudget | .00 |
| SPECIAL EVENT SUPPORT | | | | 01/31/2015 (01/15) Balance | 290-6000-357-000 | | .00 |
| 11/11/2014 | AP | 345 | MONTROSE LIONS CLUB **VendorNo: 16080 **Inv. No: 263 **Desc: 2015 Lions Club Convention Ad Booklet **Inv. Date: 11/11/2014 **PO No: 92694 **Remit Name: MONTROSE LIONS CLUB **Merchant Vendor No: 16080 **Merchant Vendor Name: MONTROSE LIONS CLUB **Invoice Created By: JBATES | | 150.00 | | |
| 02/28/2015 (02/15) Period Totals and Balance | | | | | 150.00 * | .00 * | 150.00 |
| ATDEncumbrance | .00 | ATDAActual | .00 | Total | .00 | ATDBudget | .00 |
| Total EVENT SUPPORT - EVENTS: | | | | | 300.00 | .00 | 300.00 |
| Number of Transactions: 2 Number of Accounts: 2 | | | | | Debit | Credit | Proof |
| Grand Totals: | | | | | 300.00 | .00 | 300.00 |

2015 Yearly Stats Consolidated

| Month | FB- new likes | FB - unlikes | FB - followers | FB - boosted post reach | Twitter/ Followers | Visitor Count- Tourist | Visitor Count- Locals | Promotions Guest | Visitor Count - Court | Unique Web Visits - 2015 | Unique Web Visits - 2014 | VG online unique visitors | VG VC requests | VG online page views | VG requests CTO | VG reader card/direct leads- OSVG | Mailed visitor guide request by Abrams leads | EMAIL Blasts/ Newsletters | Volunteer Hours- Visitor Center |
|-----------|---------------|--------------|----------------|-------------------------|--------------------|------------------------|-----------------------|------------------|-----------------------|--------------------------|--------------------------|---------------------------|----------------|----------------------|-----------------|-----------------------------------|--|---------------------------|---------------------------------|
| January | 99 | 6 | 2,231 | 10,700 | 453 | 68 | 128 | 0 | 78 | 5,204 | 2,830 | 365 | 3 | 8,142 | 978 | 81 | 55 | 1,230 | 91.25 |
| February | 19 | 14 | 2,260 | 0 | 457 | 69 | 150 | 73 | 70 | 5,277 | 2,496 | 106 | 33 | 5,652 | 1,563 | 46 | 57 | 0 | 83.75 |
| March | | | | | | | | | | | 5,146 | | | | | | | | |
| April | | | | | | | | | | | 4,087 | | | | | | | | |
| May | | | | | | | | | | | 4,965 | | | | | | | | |
| June | | | | | | | | | | | 6,873 | | | | | | | | |
| July | | | | | | | | | | | 10,061 | | | | | | | | |
| August | | | | | | | | | | | 8,096 | | | | | | | | |
| September | | | | | | | | | | | 5,932 | | | | | | | | |
| October | | | | | | | | | | | 5,695 | | | | | | | | |
| November | | | | | | | | | | | 4,751 | | | | | | | | |
| December | | | | | | | | | | | 4,454 | | | | | | | | |
| 2015 YTD | 118 | 20 | 4,491 | 10,700 | 910 | 137 | 278 | 73 | 148 | 10,481 | | 471 | | 13,794 | 2,541 | 127 | 112 | 1,230 | 175.00 |
| 2014 EOY | 1,448 | 30 | 2,260 | 63,924 | 446 | 2,606 | 2,268 | 991 | 969 | 65,386 | 65,386 | 3,092 | | 94,098 | 8,943 | 2,819 | 524 | 231,700 | 880.50 |
| 2013 EOY | 307 | na | 782 | na | | 272 | 990 | na | na | 783 | 783 | 764 | na | 17,590 | 27,483 | na | na | 57,744 | 235 |

| | 2014 EOM YTD Total Tourist | 2015 EOM Tourist | 2014 EOM YTD Total Local | 2015 EOM YTD Total Local |
|-----------|----------------------------|------------------|--------------------------|--------------------------|
| Monday | 355 | 4 | 290 | 10 |
| Tuesday | 400 | 14 | 529 | 24 |
| Wednesday | 418 | 12 | 399 | 17 |
| Thursday | 451 | 9 | 452 | 29 |
| Friday | 517 | 13 | 353 | 40 |
| Saturday | 465 | 16 | 245 | 8 |
| | 2606 | 68 | 2268 | 128 |